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Her duty to be beautiful : feminine ideals in magazine advertising during World War II

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Beautiful:

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Magazine

Advertising during

World War II

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**Her Duty to be Beautiful:
Feminine Ideals in Magazine Advertising During World War II**

by

Grete Haentjens

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TABLE OF CONTENTS

List of Figures.....	v-vii
Abstract.....	1
Introduction.....	2
Femininity in Advertising During WWII: An Overview.....	4
Themes of Femininity in Wartime Magazine Advertising.....	8
• She's always a woman, even when she's manning it.....	8
• Making the house a home for women.....	15
• At heart, women are ninnies.....	21
• Catching a man for the postwar dream.....	24
What Happened Women's Roles in Postwar America?.....	28
Selected Bibliography.....	32
Appendix.....	39
Figures 1-47.....	44
Vita.....	91

List of Figures

Figure 1: *Ladies' Home Journal* (January 1944), 39.

Figure 2: *Fortune* (July 1942), 170.

Figure 3: *Fortune* (July 1943), 205.

Figure 4: *Life* (Nov. 6, 1944), 8.

Figure 5: *Life* (Nov. 6, 1944), 49.

Figure 6: *Life* (Nov. 1, 1943), 57.

Figure 7: *Ladies' Home Journal* (July 1943), 56.

Figure 8: *Life* (July 3, 1944), 63.

Figure 9: *Fortune* (April 1943), 6.

Figure 10: *Fortune* (October 1943), 229.

Figure 11: *Fortune* (April 1943), 63.

Figure 12: *Life* (July 6, 1942), 37.

Figure 13: *Newsweek* (July 5, 1943), 41.

Figure 14: *Life* (April 5, 1943), 5.

Figure 15: *Life* (Nov. 2, 1942), 122.

Figure 16: *Newsweek* (July 5, 1943), 39.

Figure 17: *Fortune* (January 1944), 212.

Figure 18: *Life* (Nov. 5, 1945), 19.

Figure 19: *Fortune* (April 1942), 6.

Figure 20: *Fortune* (April 1942), 22.

Figure 21: *Life* (July 6, 1942), 79.

- Figure 22: *Fortune* (October 1944), 52.
- Figure 23: *Fortune* (April 1944), 70.
- Figure 24: *Fortune* (April 1943), 33.
- Figure 25: *Fortune* (April 1943), 41.
- Figure 26: *Fortune* (April 1942), 23.
- Figure 27: *Fortune* (April 1944), 73.
- Figure 28: *Newsweek*, (January 3, 1944), 75.
- Figure 29: *Fortune* (July 1944), 58.
- Figure 30: *Fortune* (January 1944), 26.
- Figure 31: *Fortune* (April 1944), 187.
- Figure 32: *Life* (Nov. 6, 1944), 58.
- Figure 33: *Fortune* (January 1942), 81.
- Figure 34: *Fortune* (April 1942), 172.
- Figure 35: *Life* (Jan. 3, 1944), 35.
- Figure 36: *Life* (Oct. 1, 1945), 77.
- Figure 37: *Ladies' Home Journal* (January 1945), 64.
- Figure 38: *Ladies' Home Journal* (January 1944), 74.
- Figure 39: *Ladies' Home Journal* (October 1944), 57.
- Figure 40: *Ladies' Home Journal* (October 1944), 68.
- Figure 41: *Ladies' Home Journal*: (January 1942), 33.
- Figure 42: *Ladies' Home Journal* (April 1944), 47.
- Figure 43: *Ladies' Home Journal* (January 1945), 69.
- Figure 44: *Ladies' Home Journal* (October 1942), 61.

Figure 45: *Ladies' Home Journal* (July 1944), 79.

Figure 46: *Ladies' Home Journal* (July 1944), 57.

Figure 47: *Ladies' Home Journal* (April 1944), 86.

Abstract

World War II is often seen as a watershed period for the expansion of women's roles. Specifically, historians have argued that work outside the home created new perceptions about what women could do. This thesis argues that although women took on new roles during WWII, feminine ideals remained constant throughout the war period and for many years afterward. Wartime middlebrow magazine advertising contains four main themes: 1) women would remain feminine no matter what new roles they took on; 2) men's efforts in war technology would also have household implications, luring women back to the home with new appliances and less burdensome housework after the war; 3) women were "ninnies," that is, inept and incompetent for any long-term roles outside the home; and 4) women's most important duty during the war was to be beautiful.

Hilda Holder is a riveter honoring her patriotic duty to America during World War II. And she's probably the most beautiful riveter you've ever seen: sparkling eyes set off by eyeliner and plenty of mascara, perfectly tweezed eyebrows, a bright red manicure on creamy white hands, and a clear complexion unmarred by even a bit of grease, grime, or sweat. Hilda is the star of a 1944 Pond's Cold Cream magazine advertisement, and she's perfect for the company's message: "She's Engaged! She's Lovely! She uses Pond's!"¹ (figure 1). Pond's series of ads linking cold cream to diamond rings emphasizes that beauty is women's most important asset to the war effort. In fact, wartime magazine advertising as a whole suggested that a woman's true duty is to maintain her femininity no matter what new jobs she may take.

Much was at stake in the definition of gender roles, especially during the crises of the Depression and WWII. Wartime advertisers, cooperating with government and industry, developed campaigns to draw women into the workplace during the war and to send them back to the home when the war ended. To accomplish this, advertisers stressed that traditional values remained stable, even if women's roles had become more fluid during the war. Thus, while advertisements showed women in new work roles—perhaps easing that transition into traditionally male spheres of labor—these same print ads put forward traditional ideals of American femininity.² Wartime advertisers made no attempt

¹*Ladies' Home Journal* (January 1944), 39.

²For more information on these magazines and the method used in this study, see Appendix 1. For this study, I define roles as social positions, or specific tasks, undertaken by women. Ideals are culturally created representations of identity, or the essence of women.

to hide their motives for women. Most advertising clearly portrayed a feminine ideal that was incongruous with postwar careers for women.

While many historians point out that women's wartime roles were not all that revolutionary, none have illustrated the specific feminine ideals maintained by advertising throughout the war period. It has been established that women's war work was meant to be temporary, but how did advertisers contribute to this expectation? They consistently showed women as overwhelmingly feminine in all their endeavors; even in welding, riveting, and repairing machinery, women did not sweat, get dirty, or gain muscle. They praised technologies that would make postwar housework more desirable, and the sacrifices women made while their men were away. They hearkened back to a prewar ideal in which men worked outside the home and women worked inside the home. They showed women as "ninnies"—inept, incompetent, unfit for life outside the home (even as they worked in factories). Women were passive creatures whose main goal was to find a man and settle down into postwar affluence and consumerism.

After placing this thesis in the historiography of women's wartime roles, I will focus on several themes that cropped up in advertising regarding feminine ideals. The thesis will then relate feminine ideals during the war to the periods before and after the war.

FEMININITY IN ADVERTISING DURING WWII: AN OVERVIEW

Although some historians suggest that World War II created lasting changes in women's roles, an argument for their continuity makes more sense. Society had become mired in turmoil, and advertisements of the period reflect a search for a return to order. Many Americans during the war feared the country would lapse back into economic depression once the war machine was dismantled. In addition, gender relationships were upset by the 1930s unemployment crisis. The traditional male provider role was undermined as many women took jobs outside the home and sometimes became the family breadwinner. Ensuring traditional gender roles after the war would perhaps prevent another depression or at least normalize gender relations. Many believed the unemployment problem would be solved if men earned the "living wage" while women cared for the family at home.

Several historians have studied women's status during World War II, and a few have focused on feminine roles in advertising. Most of the scholarship so far has emphasized the temporary nature of women's roles during the war rather than the static nature of feminine ideals. However, these two concepts are closely related. Maureen Honey studies women's wartime roles in magazine advertising and fiction. She finds that the media was easily able to revert to traditional portrayals of women after 1945 because women's work throughout the war was shown as being temporary.³ Charles Lewis and John Neville explore wartime magazine advertising and the change in the portrayal of

³Maureen Honey, *Creating Rosie the Riveter: Class Gender, and Propaganda During World War II* (Amherst: University of Massachusetts Press, 1984).

women's roles during the war.⁴ Rupp, in a similar vein, compares German and American government propaganda designed to encourage women to work outside the home during WWII. She finds that propagandists in both countries wanted women to work temporarily and sold their ideas on that premise. Women who were employed before the war were ignored, as propaganda focused on recruiting those who had never before worked outside the home. Rupp also argues that images focused on glamour and women's ability to maintain their femininity while working, and that women in propaganda did not work for economic necessity but for personal reasons (such as helping to bring loved ones home through their efforts).⁵ Susan M. Hartmann explores prescriptive literature and discovers that the war strengthened traditional gender roles. She focuses on books, articles, pamphlets, and fiction to look at the ways women were advised to treat returning soldiers. Wives played the crucial part of helping soldiers readjust to postwar society. They were bombarded by messages to pamper men, cater to their wishes, and put them first. Hartmann finds great concern in this literature that women had become too independent during the war and that returning men faced "diminished ego capacity" and should be encouraged to head the household once again.⁶

The adjustment of gender roles to wartime conditions played itself out in wartime

⁴Charles Lewis and John Neville, "Images of Rosie: A Content Analysis of Women War Workers in American Magazine Advertising, 1940-1946," *Journalism & Mass Communication Quarterly*, vol. 72, no. 1 (Spring 1995), 216-27.

⁵Rupp, *Mobilizing Women for War*.

⁶Susan M. Hartmann, "Prescriptions for Penelope: Literature on Women's Obligations to Returning World War II Veterans," *Women's Studies* (1978), 223-39.

advertising. Advertisers during WWII had an agenda—they hoped to use the war to regain lost respectability from the public and the government. To do so, they promoted patriotism, which was a matter of influencing gender roles to suit both short-term goals and traditional American values. By the 1930s, the advertising industry faced the threat of government regulation due to demands from consumer groups for higher standards in advertising. Ads during the Depression had degenerated to outrageous attempts to sell goods at a time when no one was buying.⁷ The prestige of advertising was so lifted by the war that ad agencies were even able to wrest away the government's control over wartime propaganda. "So completely, in fact, did advertising take over the OWI [Office of War Information]," Frank W. Fox finds, "and so increasingly did the latter's operations come to resemble the work of the Advertising Council, that the concept of government war information lost all coherence."⁸ The OWI disbanded in 1943 due to lack of Congressional support, leaving government viewpoints to be filtered through the War Advertising Council. Thus, during the war years, advertisers became the key image-makers for the American public. Besides the fact that government messages were subsumed by advertising, President Franklin Roosevelt did not express interest in a major propaganda campaign such as the one that had been so instrumental during World War I.⁹

⁷Frank W. Fox, *Madison Avenue Goes to War: The Strange Military Career of American Advertising, 1941-45*, Charles E. Merrill Monograph Series in the Humanities and Social Sciences, vol. 4, no. 1 (Provo, Utah: Brigham Young University Press, 1975), 17-18, 54-55.

⁸Fox, 53.

⁹John Morton Blum, *V Was for Victory: Politics and American Culture During World War II* (New York: Harcourt Brace Jovanovich, 1976), 16.

Although advertising professionals most likely had selfish intentions of gaining power and prestige through their campaigns, they also saw themselves as educators of the American public.¹⁰ Part of that education was teaching Americans their proper social roles. Even if women did not consciously make decisions based on advertising, they may have felt uncomfortable about not conforming to the ideals they saw in wartime ads. Leila Rupp argues that it is important to study ideals, whether women live up to them or not, because they know they are either conforming or defying these prescribed roles.¹¹

Wartime advertising represented middle class values and ideals. The middle class ideal existed even when women were shown in traditionally working class jobs—advertisers portrayed the assumption that women could afford to return to the home after the war. In addition, the ideals found in the advertising of these magazines most likely extended beyond the middle class audience, disseminating normative messages to a much wider group of Americans about how to behave. For this thesis, I examined advertising in five middlebrow magazines with diverse readerships. Magazine advertising in the war period was at the height of its cultural dominance. Television was not yet available to the masses, and radio advertisers could not combine the power of images and text in the creative, and often subtle, ways that magazine advertisers could.

¹⁰A good discussion of the mindset of advertising men appears in Roland Marchand, *Advertising the American Dream: Making Way for Modernity, 1920-1940* (Berkeley: University of California Press, 1985), xix.

¹¹Leila J. Rupp, *Mobilizing Women for War: German and American Propaganda*,

THEMES OF FEMININITY IN WARTIME MAGAZINE ADVERTISING

Four major themes of femininity emerge from the magazine advertising of the war era: 1) women would always be feminine no matter what they were doing; 2) men's efforts in war technology would have implications for modernizing housework, thus making it the most desirable place for women to be; 3) in what could be called the "ninny theme," women were still basically inept, incompetent, and unfit for anything outside the home; and 4) women's most important duty was to be beautiful so they could catch men (preferably military officers). The first theme encompassed the other three, which are really sub-themes of this overarching message to women. Fears that women would lose their femininity by taking war jobs concerned advertisers both in ads and in their discussions about advertising. Jean Austin, a women's magazine editor, wrote an article for the advertising trade magazine *Printer's Ink* claiming that even though women worked outside the home during the war, they had not been "defeminized." Citing a renewed appreciation for homemade crafts, Austin claims that women longed to return to the home: "We use new jargon, we face new problems of reading women—but the basic appeal remains unchanged—a woman doing war work in slacks is a woman who is right now dreaming of going back to her life as a woman at home!"¹²

She's always a woman, even when she's manning it

Women in war ads are not muscular and they do not sweat, even if they are

1939-1945 (Princeton: Princeton University Press, 1978), 6.

¹²Jean Austin, "Women People?" *Printer's Ink* 201 (Oct. 23, 1942), 22.

“manning a production line.” Countless manifestations of the femininity theme appear during the war years. One is the notion that women needed more hygiene in the workplace than men. Bradley Wash Fountains has the ideal solution “For The Women Who Are Taking ‘Their’ Places”¹³ (figure 2). The employer need only install these fountains, because “Women will enlist more willingly at your plant if you can show them Modern Bradley-equipped washrooms.” An ad for the Gerson-Stewart Corporation shows a woman at a drill press with a vase of flowers on one side of her and a lamp with a frilly shade on the other¹⁴ (figure 3). “As more and more women go into factory work, plant cleanliness is bound to become an ever-increasing factor in personnel relations. Perhaps it won’t go as far as our illustration, but you can be sure that a clean, sanitary plant will help you keep your women employees happier.” Many ads show that women would be more willing to enter the workforce if they knew sanitary facilities would be available. Also, they are happier in an environment that approximates home—clean and comfortable, with touches of femininity, such as a vase of flowers.

“Soft hands,”—perhaps more than any other image or theme—symbolizes a woman’s femininity and her capacity to maintain it even when working outside the home. A woman in a Jergens lotion ad says, “My hands work hard to help win this war. But what if the work does take the natural softeners from my skin? I use Jergens to help keep

¹³*Fortune* (July 1942), 170.

¹⁴*Fortune* (July 1943), 205.

my hands nice and soft, dear, for you to come home to”¹⁵ (figure 4). A Trushay lotion ad elaborates on this theme: “In your heart ... a love song. In your hands ... smooth feminine magic. Keep them lovely, all through these busier days”¹⁶ (figure 5). Similarly, a Pacquin’s hand cream ad says, “What price patriotism! I make bullets and my hands were shot!”¹⁷ (figure 6). The fact that women can maintain feminine hands despite their work suggests that women are not intrinsically changed (i.e., callused) by their new working experiences.

Sometimes femininity could even give women the confidence they need to pursue war work. In an ad for Linit Laundry Starch, a young apple-picker is boosted by her choice of fashion: “Ready for Action. The battle on the food front means hard work and long hours. But a woman can do anything if she knows she looks beautiful doing it”¹⁸ (figure 7). In projecting a fantasy about women’s war work, ads like these trivialize the work by emphasizing unimportant factors like fashion and hairstyles. They never acknowledge important concerns like child care or plant safety.

Another way ads emphasize femininity is to show that women are only working temporarily. Women in war work are invariably “manning” the production line. This word suggests that it is not within a woman’s normal realm to be on a production line, and that even when she is there, she has to “man” it to do it right. In a DuBarry Beauty

¹⁵*Life* (Nov. 6, 1944), 8.

¹⁶*Life* (Nov. 6, 1944), 49.

¹⁷*Life* (Nov. 1, 1943), 57.

¹⁸*Ladies’ Home Journal* (July 1943), 56.

Preparations ad, a woman news director who has replaced a man at war has taken on a “man-sized job”¹⁹ (figure 8). But although women’s actions may be masculine, the women still look feminine, even in heavy industry jobs. An ad for the Monsanto Chemical company provides a good example of the combination of masculine work and feminine traits—a woman war worker under the heading “Snapshot of a Victory Lunch” is about to eat a huge meal²⁰ (figure 9). What’s interesting about this image is the disjuncture between a woman eating a “man-sized” lunch and her femininity. She certainly hasn’t grown muscular or even plump from all that Victory work and her newly discovered large appetite.

In another variation of the temporary nature of women’s war work, ads stress the sacrifice made by both women and their families. In an ad for Smith-Corona typewriters, a middle-aged Mrs. Jones strides purposefully wearing a tag that says “Loaned by John J. Jones and family”²¹ (figure 10). Mrs. Jones was *loaned*—temporarily—making one wonder if she had any choice in the matter when she is tagged like a library book belonging to John J. Jones and family. The text of the ad reads:

Good for you, Mrs. Jones... and good for all your family! You’re good Americans! Back before she got married, twenty-odd years ago, Mrs. Jones was a crack stenographer and typist; and she’s still mighty good. So with Army and Navy and war factories draining the young folks from office work, she heard the call. She’s back at a typewriter—back at a good old L.C. Smith—and honestly getting a kick out of it. It isn’t easy... for her or for her family. But it’s truly

¹⁹*Life* (July 3, 1944), 63.

²⁰*Fortune* (April 1943), 6.

²¹*Fortune* (October 1943), 229.

patriotic... and it's smart. She's doing work she knows how to do... using a skill already acquired... and putting the surplus income into additional War Bonds. Mrs. Jones, we salute you! And we hope thousands of sister secretaries will follow in your footsteps!

Besides emphasizing that Mrs. Jones is taking on an extraordinary role and inconveniencing her family, this ad clearly reveals its aim to recruit women into the temporary wartime workforce. Although no one ad represents all the feminine ideals advertisers portrayed during WWII, Mrs. Jones highlights several of the most important. First and foremost, she is a traditional woman—a mother and housewife. Second, the loss of Mrs. Jones in the household is a major sacrifice for her family, and one to be endured only temporarily.

Other ads showing women working say plainly that women are “taking men’s places.” An ad for Milwaukee Machine Tools shows a woman sitting at a lathe²² (figure 11). She says:

I’m doing this for Bill! I’m one of America’s women war workers... Millions of other American women like me have taken their places at machines—on assembly and testing lines—voluntarily—to release ‘Bill’ and men like him for work only men can do. ‘Bill’ is fighting somewhere overseas—fighting to meet the challenge to our country’s freedom as well as to keep this the kind of a world we want for our home—our children—our future together. I believe every woman working with me realizes that the machines and tools we operate help to hasten the day of Victory—help ‘Bill’ and his kind to finish the job ‘they’ set out to do.

Many ads emphasize women taking jobs to “release” men for more important work.

These ads equate women’s war work with men’s—the work of both men and women is out of the ordinary—but when the war ends, Americans will go back to their prewar roles.

Honey argues that presenting female war work on a level with what soldiers were doing

just added to the belief that what women did was only temporary—a wartime measure.

Just as soldiers belonged at home protecting and providing for the family during peacetime, women's real place was in the home as housewife.²³ An ad for Campbell's Soup outlines this essential role for women: "Hectic days for Mother! It's hard to get a time for meals, for the menfolk's jobs come first and any day they're liable to be kept later than they expect. How to keep step with her own war work and yet 'Keep a good table,' too—that's the worrisome problem"²⁴ (figure 12). This is indeed worrisome for advertisers. How can they promote wives and mothers working outside the home while maintaining the idea that women will also fulfill their household duties? Advertisers had to show that women were temporarily doing double duty.

Although women in wartime ads work outside the home, their expertise is based on their knowledge of housework. Even women's magazines comment on the nature of women's work. A *Ladies' Home Journal* ad reads, "EVERYBODY seems to be saying it for us: *that women are still women in whatever new environment or occupation they find themselves*. Which is why, in every war industry area, the demand has increased steadily for *Ladies' Home Journal*"²⁵ (figure 13). An ad for "Sanforized" shirts shows a woman war worker criticizing a man for buying shirts that shrink²⁶ (figure 14). Even on the job, a

²²*Fortune* (April 1943), 63.

²³Honey, 54.

²⁴*Life* (July 6, 1942), 37.

²⁵*Newsweek* (July 5, 1943), 41.

²⁶*Life* (April 5, 1943), 5.

A woman can maintain her expertise in domestic matters. A Camel cigarettes ad claims it can actually be unhealthy to do too much men's work²⁷ (figure 15). "Morale experts say that it's a good idea for women in the war to be 'just women' every once in a while." One wonders what the women are when they're not "just women."

Sometimes ads even portray women as being "out of their mind" during the war. One such ad shows a woman doing war work over the caption "Jap-Killing Machine"²⁸ (figure 16). The copy notes that this particular woman "doesn't look like a very belligerent person and she actually isn't one either." But she is making Timken Tapered Roller Bearings at 20 percent above average production because her husband is at war. This ad suggests that women are not naturally aggressive, but that they will do anything they have to in order to protect their homes. This woman would not normally be thinking about killing anyone, but the circumstances of war have temporarily altered her personality. Another ad depicting women's natural dislike of war shows a woman in uniform looking wistfully at a hat in a shop window²⁹ (figure 17). The copy in this ad for Bardco Manufacturing and Sales Company reads, "There is no glory in war for a woman. She does her part—today in uniform—to end the blood and tyranny that threaten her home and future. Off duty, she dreams of the woman's world she's put aside for the duration—nylon hose, alluring hats, a home with every modern convenience." This ad suggests that women are wishing for material goods even more so than peace. Most

²⁷*Life* (Nov. 2, 1942), 122.

²⁸*Newsweek* (July 5, 1943), 39.

²⁹*Fortune* (January 1944), 212.

advertisements found a way to work in the idea that material things were the real rewards of peace for both men and women.

Making the house a home for women

As the war ended, advertisers assumed that men would provide the “living wage” while women would do the shopping and housework. This theme is most often brought out through the idea that men were improving women’s world. Men during the war were busy developing machines to defeat the enemy, but ads invariably show that these inventions also had peacetime use for women. Advertising also plays on gender roles by repeating countless times the theme that men produce and women consume. Although this dichotomy originated before the war, it has special wartime implications. One ad for Cannon Sheets articulates the idea: “The old family budget is going on a Mr. and Mrs. basis again”³⁰ (figure 18).

Ads often show how men created the appliances that make women’s housework easier. One especially interesting General Electric ad shows a girl around ten years old in a dialogue with the unseen men of GE: “When I’m a Grown-Up Lady . . . I’ll have a beautiful house . . . I’ll have a big, shiny automobile . . . I’ll have lots of money . . . And—and—and I’ll always be happy, like you!” General Electric answers: “Your dreams are coming true because so many men in companies like General Electric believe that the world of tomorrow will be better than the world of today. And they are working to make

³⁰*Life* (Nov. 5, 1945), 19.

it so”³¹ (figure 19). The message here seems to be not only that men are improving women’s world, but that women are extremely materialistic creatures.

Many ads claim that certain products will not only improve life for housewives, but for all Americans. The Interchemical Corporation makes chemicals that supposedly bring freedom to all aspects of life³² (figure 20). A woman, frowning in concentration, scrubs clothes on a washboard under the heading, “Slavery!”; but Interchemical makes protective and decorative coatings for appliances, thereby liberating women from their plight. “Freedom from drudgery has been one of the great gains of our American way of life,” the ad says. “Inventive genius and mass production have developed labor-saving devices to free American women from household slavery.” This ad sums up most of what advertisers thought was important about the United States during this period—the perfect combination of individualism and industry that made up the American “way of life.” In fact, most ads speak either directly or indirectly about way of life. Ads showed that American *values* would not change during or after the war—on the contrary, technology would advance these ideals after victory in the battlefield. Advertisers had no revolutionary ideas about men’s and women’s roles. Many ads paint leading-edge technology into a portrait of prewar social values. The search for order (especially in gender roles) that characterized the 1950s certainly began during the war with ideas about “way of life.” One ad in particular sums up the advertisers’ view on gender roles. The

³¹*Fortune* (April 1942), 6.

³²*Fortune* (April 1942), 22.

only words in this Coty ad are, "His duty to serve— Hers to inspire"³³ (figure 21). In a similar "way of life" argument, historian Robert Westbrook writes that men's fascination with pin-up girls during the war indicates that they felt obligated to fight in order to protect women at home.

This argument leads one to expect that liberal states, bereft of a compelling argument for political obligation, will attempt to exploit private obligations in order to convince its citizens to serve its defense. Indeed, it was precisely these sorts of private obligations—to families, to children, to parents, to buddies, and generally, to an 'American Way of Life' defined as a rich (and richly commodified) private experience—that formed a crucial element in the campaign to mobilize Americans for World War II. Yet few private obligations were more apparent in pronouncements about 'why we fight' than those binding men and women.³⁴

An ad supporting Westbrook's argument shows a scene of soldiers fighting with visions of family in their heads³⁵ (figure 22). This ad for the Blaw-Knox Company says, "The fighter must have something to fight for as well as something to fight with." Although Westbrook studies pin-up posters rather than advertisements, this particular picture shows men clearly fighting for the American way of life, and more specifically, for their future families.

This search for order in traditional gender roles is brought out clearly in an ad for the Midland Steel Products Company³⁶ (figure 23). A woman hugs a returning soldier and

³³*Life* (July 6, 1942), 79.

³⁴Robert Westbrook, " 'I Want a Girl, Just Like the Girl That Married Harry James': American Women and the Problem of Political Obligation in World War II," *American Quarterly* 42 (Dec. 1990), 587-614.

³⁵*Fortune* (October 1944), 52.

³⁶*Fortune* (April 1944), 70.

the ad says, "When it's over, over there... What a wonderful day it will be when the boys come home to stay. The lid will blow off everything. Then quickly, we'll begin seriously to look around, to put our house in order for new conditions, new demands, new horizons." In other words, when the boys come home, women will go back to their traditional housewife roles, aided by modern appliances.

Many ads predict the future for women's roles. The heading of an ad for Revere Copper and Brass Incorporated reads, "The shape of things to come is no secret," under which a woman holds a tiny refrigerator in the palm of her hand³⁷ (figure 24). This seems to indicate that after the war, a woman's housework will be completely in her control. (Isn't it funny that the ubiquitous symbol of the home is a refrigerator? It is the appliance of choice for wartime ads—perhaps functioning as a symbol of plenty.) The copy says:

The humming noise you hear is industry at war. When peace comes, that sound need scarcely change its pitch. For in business offices, on assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make. They want us to help them keep house, to supply new equipment for it on a scale that makes past performances seem like only practice. Home laundries that 'do' everything from tablecloths to negligees. Ranges complete with pressure cookers and unbreakable transparent ovens. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity. Whatever makes housekeeping easier and more economical, women will be waiting for industry to supply.

War advertising shows that American male inventiveness will play a large part in women's postwar roles. One of men's jobs was to simplify housework for women, to liberate women *into* their homes. A good example of this type of ad is from Durez Plastics &

³⁷*Fortune* (April 1943), 33.

Chemicals Inc³⁸ (figure 25). The ad shows a picture of an electric mixer and asks, "Mister, have you any idea of the elbow-grease~~that goes~~ into that mysterious operation, known in kitchen parlance as 'whipping up a cake?' It takes two good hands and lots of family devotion, today. But after the war, Mother will merely toss the ingredients into that bowl up there and shift into high." This ad gives a good indication of why women were so unhappy in the 1950s. If all the mystery and "family devotion" is taken out of housework, it seems like drudgery indeed. While wartime women did the same amount of housework as the preceding generation, they were given less credit for it, especially in advertising. In fact, women who did not work outside the home at this time did as much housework as women of the 1920s, when none of these so-called time and labor-saving appliances existed. The amount of time per week non-employed women spent in housework from the 1920s to the 1960s was very stable, according to a study by Joann Vanek.³⁹ Non-employed women generally spent about twice as many hours per week in housework as employed women. This was not because employed women had hired help or more help from family members.⁴⁰ Vanek characterizes the difference as being one that results from non-employed women feeling an inequity in their economic contribution to the family.

This kind of imbalance was not always embedded in marriage. In the farm household of earlier decades there was little separation of domestic and productive

³⁸*Fortune* (April 1943), 41.

³⁹Joann Vanek, "Time Spent in Housework," *Scientific American* 231 (November 1974), 116-120.

⁴⁰Vanek, 118.

roles. Both the husband and the wife contributed to the family's production, and their contributions were probably regarded as being equal. It seems unlikely that anyone would regard the bread, butter and clothing made by the woman as any less valuable than the man's work in the fields. In modern society the homemaker's contribution to the family economy is less clear. Although cooking, cleaning and shopping for bargains are important to the family, one cannot find much evidence that they are regarded as contributions equal to the wage earner's.⁴¹

Vanek finds that non-employed women also do more housework than employed women on weekend days, suggesting that "non-employed women schedule work so that it is visible to others as well as to themselves."⁴²

Advertisers created an uneasy paradox in claiming that housework was no work at all while also showing women that the most important place they could be was in the home. Even the pride women had in housework was taken away by modern consumption. Women no longer made much clothing, food, or other essential items for the household. Stewart Ewen writes that, "Judgment and knowledge had been removed as all but a ceremonial or 'fanciful' aspect of women's home activity."⁴³ In the same way that skilled workers lost their sense of craftsmanship during the age of mass production, women too gave up their special skills for mass-produced goods. Even women's traditional areas of expertise were undermined by the new surge of "experts," who instructed women on everything from finding bargains to raising children.

⁴¹Vanek, 119-20.

⁴²Vanek, 120.

⁴³Stewart Ewen, *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture* (New York: McGraw-Hill, 1976), 162.

At heart, women are ninnies

While men made life “easy” for women, advertisers portrayed women as ninnies.

In one ad, American Cyanamid shows us the promising image of a college girl with an armload of books⁴⁴ (figure 26). The heading says “Most Likely to Succeed.” This is pretty inspiring, until one reads the copy: “Getting an education is serious business, of course. But some subjects are more interesting than others. Color, for instance, is a subject of life-long study for most women, and one in which they are most likely to succeed. Which color, or combination of colors, shall I use for a hat, a dress, a curtain, a carpet, baby’s bonnet? What shade or tint for this or that? Yes, color is important to every woman . . . and to us all, particularly in these trying times.” Although it was exceptional for women in the 1940s to attend college, it is ridiculous to think that the foremost thought on the minds of those who did was color. In another school theme ad, glass manufacturer Libbey-Owens-Ford shows a young woman miserably failing at a chemistry experiment.⁴⁵ (figure 27). Their glass is so tough that it can even take the abuse of a ninny who doesn’t know how to handle a beaker.

The War Advertising Council produced some of the most condescending ads about women. In one ad about preventing inflation, a woman holding a purse asks, “Why shouldn’t I buy it? I’ve got the money!”⁴⁶ (figure 28). Many ads portray women as impulsive shoppers whose instincts had to be controlled by a guiding influence. This

⁴⁴*Fortune* (April 1942), 23.

⁴⁵*Fortune* (April 1944), 73.

⁴⁶*Newsweek*, (January 3, 1944), 75.

woman is chastised for not knowing better: "It isn't yours to spend as you like. None of us can spend as we like today. Not if we want prices to stay down. There just aren't as many things to buy as there are dollars to spend. If we all start scrambling to buy everything in sight, prices can kite to hell-'n'-gone." Other WAC ads show women who need to be taught to avoid the black market. The tone of these ads speaks to women as though they don't know what's happening on the homefront. They seem to forget that women were the group most affected by rationing and other wartime measures. Another WAC ad says, "We asked 5 foolish women why they don't check ceiling prices"⁴⁷ (figure 29). One gives the excuse that she just doesn't feel like making the effort. The ad answers, "No—and our boys don't want to fight! But they're doing it—magnificently! It's up to you on the home front to do your part to head off rising prices and inflation, help prevent producing a depression for our boys to come home to. Don't be a SABOTEUR on the home front!"

Some ads intimate even more clearly that women are not only ninnyes, but also thoughtless and unpatriotic. An ad for the Tobe company, which manufactures capacitors, portrays a woman in this manner⁴⁸ (figure 30). The ad shows a guilty looking, frowning woman carrying a large package under her arm as she walks away from an overweight, shabbily dressed butcher counting his money. He is standing behind a table with a meat cleaver jammed into the top and blood dripping down the side. The message of the ad is that unpatriotic citizens buy meat on the black market. This ad also illustrates just how far

⁴⁷*Fortune* (July 1944), 58.

⁴⁸*Fortune* (January 1944), 26.

~~a company could deviate from advertising its products.~~

Women are also shown as technically inept. They are drawn by the color and appearance of goods, but unable to judge quality based on performance. An ad for the Mallory company shows Mrs. Jones wishing for a new refrigerator⁴⁹ (figure 31). "But though she never gets the hang of the mechanism, at least she can know that where Mallory precision parts are used, there she is assured of quality and long life." The heading for this ad asks, "Must modern prophets live in the clouds?" and depicts several groups of men in conference. This brings up the point again that men are creating these wonderful things for women, even though women are too dumb to really understand the mechanical genius behind them.

Several Johnson & Johnson ads, portraying a giant baby with a tiny mother, also make women look like ninnies. In one, a mother sits in a crib while the baby says, "Now go to sleep, like a nice mother!"⁵⁰ (figure 32). The baby criticizes his mother for not knowing she should use Johnson & Johnson products. In this case, even a baby has more sense than an adult woman. Several historians, including Marchand and Honey, have linked this subservience of women to babies to the postwar American obsession with child raising.

One advertising agency shows that its ad men are stars because they're not feminine.⁵¹ (figure 33)

⁴⁹*Fortune* (April 1944), 187.

⁵⁰*Life* (Nov. 6, 1944), 58.

⁵¹*Fortune* (January 1942), 81.

Young & Rubicam, Inc. Advertising is UNFAIR to prima donnas. Young & Rubicam has no objection to 'star' advertising men; in fact, we believe we have a sizeable collection of them here. But individuals who insist on having all the ideas themselves do not thrive in this atmosphere. Our men are trained to think for themselves, but they are also trained to welcome good thinking by others as if it were their own.

The photo shows a hefty female opera singer and the ad seems to be saying, "Our men don't act like women!" If these "star" advertising men acted like the prima donna shown in the picture, they would be selfish and too stubborn to accept new ideas.

Insurance ads invariably pose the argument that men better buy life insurance because their wives would be completely helpless at handling money on their own. The Prudential Insurance Company of America assures men that "Your beneficiary need never face the risks and difficulties of handling a large sum of money"⁵² (figure 34). Most women probably would have had to adjust to becoming solely responsible for the family finances, but the ad assumes that they cannot handle money at all, when in reality, women made most of the family buying decisions.

Catching a man for the postwar dream

In another manifestation of women's reliance on men, women become seductive, passive beauties who capture men with their looks alone. This is not a symbol of women's power, however, but of their neediness. This theme is often intertwined with the idea that women's primary wartime duty is to be beautiful. Advertisers had ways of making women appear sexually attractive despite their war work—an ad for DuBarry Beauty Preparations

⁵²*Fortune* (April 1942), 172.

shows a woman airport worker (a ramp agent) under the heading "Pilots love pretty noses"⁵³ (figure 35). The word play is obvious here. Sometimes ads even emphasize the fact that a woman's appearance, rather than her actions, won her a man. An ad for Woodbury Facial Soap shows a woman marrying a military officer and claims that "Obviously, the Officers' Service Committee is Ginny's pet war activity... it was at a committee party that Bill went overboard for her lovely, radiant complexion!"⁵⁴ (figure 36). Several ads stress that women's most important war duty is looking good, making even war work secondary to this priority. Avon cosmetics is not the least bit subtle about the importance of women's appearances. Being pretty is the most patriotic thing a woman can do during the war. A series of Avon ads in the *Ladies' Home Journal* links wartime women with heroines of the American Revolution. In one of these ads, modern women are compared with Deborah Sampson Gannett, who dressed as a man in order to fight during the Revolution. "Today, everything possible is done so that women may readily join the armed services," the ad says. "They are welcome because they are women, and as such, are lending loveliness and graciousness as well as courage and competence to each job they undertake. The courage of Deborah Gannett is symbolized by every one of these women in the armed forces and on the home front who desires to be useful to her country, and is determined to be lovely at the same time"⁵⁵ (figure 37). This ad captures neatly the change in women's war roles from the past, where a heroine actually fought in the war, to

⁵³*Life* (Jan. 3, 1944), 35.

⁵⁴*Life* (Oct. 1, 1945), 77.

⁵⁵*Ladies' Home Journal* (January 1945), 64.

the present, where she does her part by looking feminine and beautiful. It is almost silly to compare a woman who dressed and fought as a male soldier to a woman who wears Avon cosmetics to be patriotic, but the ads show that being beautiful is the most important thing a woman can do for her country. Another Avon ad highlights Mary Knight, "the first American Canteen Hostess," and pays tribute to WWII hostesses: "Avon joins with the rest of the nation in tribute to these patriotic and tireless women whose gracious hospitality is so important in brightening the lives of our soldiers. To help each American woman look her loveliest...to help *you* appear inspiringly charming always...is your Avon Representative's duty"⁵⁶ (figure 38).

Ads for soaps and moisturizers often stress the allure of beautiful women. One soldier in a Jergens ad falls in love with a woman hanging war posters when he accidentally touches her hand.⁵⁷ (figure 39). Her fingers "curled right around my heart," he says. The choice of wording lends to the idea that men were being trapped by women, even as they had more important things to worry about. Similarly, an ad for Cashmere Bouquet soap exults, "Captivating you! What man can hope to resist you when the bewitching scent of Cashmere Bouquet Soap clings daintily to your skin." A soldier stands behind the captivating woman, apparently sniffing her⁵⁸ (figure 40). Pond's Cold clearly makes the connection between beauty and romance. Each ad proclaims, "She's

⁵⁶*Ladies' Home Journal* (January 1944), 74.

⁵⁷*Ladies' Home Journal* (October 1944), 57.

⁵⁸*Ladies' Home Journal* (October 1944), 68.

Engaged! She's Lovely! She uses Pond's!" The ads often show the young woman's engagement ring, and some of the ads surround bottles of Pond's with diamonds. Each of the women has taken a war job, but it's her beauty that the ad emphasizes. And it's her beauty, not her war work, that attracts her future husband⁵⁹ (figures 41, 42, 43).

In every ad, whether portraying women positively or as ninnies, advertisers stress femininity. Advertisements for Camel cigarettes often show the most progressive images of women—pilots in the Civil Air Patrol, photographers for the Marines, codebreakers, and other roles—but they still focus on the glamour of the woman rather than the rigors of her work⁶⁰ (figure 44). One can see the struggle to balance the promotion of women's war work with the notion that feminine ideals would never change. Wartime advertising belied the fears of a nation struggling with changing gender roles. Although more and more women took jobs outside the home during the war and after, the ideal clearly placed women in the home. Advertisers had to find a way to simultaneously promote women's war work, while reassuring audiences that women were not transforming into powerful, smart, wage-earning Americans. They accomplished this by maintaining a feminine ideal that permeated almost every advertisement portraying women.

⁵⁹*Ladies' Home Journal*: (January 1942), 33; (April 1944), 47; (January 1945), 69.

WHAT HAPPENED TO WOMEN'S ROLES IN POSTWAR AMERICA?

I have attempted to show that although women's roles expanded during World War II, they did so within the context of traditional notions of femininity, at least in magazine advertising. Many advertisers promoted new roles only when wartime conditions demanded temporary changes in the status of women. Wartime advertisers had to prove that women, even in new roles, were still women. They accomplished this by showing that women could maintain their femininity even while taking on war work; by demonstrating that male-created technology would lure women back into the home after the war; by portraying women as ninnies whose highest ideal was housework (even though this ideal was exalted by society); and by idealizing marriage and consumerism in the home for women after the war. Because women's roles changed while the ideals did not, it makes sense that these portrayals would show women as irrational, materialistic, and uninterested in the world outside the domestic sphere. According to advertisers, women hadn't really changed at all. But even though the nature of women remained constant, their roles in advertising did expand enormously, leaving many to ask, "What happened to women's roles after the war?"

Betty Friedan sparked a conversation about women's postwar roles that continues today. She attributes the motives of advertisers and the business community, as well as people's longing to return to normalcy, to the drive back to traditional roles for men and women. She found that in magazine fiction, women's roles in the 1950s were so transformed that they virtually disappeared as individuals and heroines. Women became

⁶⁰*Ladies' Home Journal* (October 1942), 61.

labeled as "Occupation: Housewife" rather than as individuals. "The end of the road is togetherness," Friedan writes, "where the woman has no independent self to hide even in guilt; she exists only for and through her husband and children."⁶¹ A paradox existed in the fact that housework's importance was both played up to make it acceptable as women's only role, and at the same time, so unimportant that it kept women hungry for more. "Somehow, somewhere, someone must have figured out that women will buy more things if they are kept in the underused, nameless-yearning, energy-to-get-rid-of state of being housewives," Friedan writes.⁶² Perhaps this is one reason many housewives became disillusioned in the postwar period. Housework was supposed to be the highest thing that any woman could aspire to, yet it was not wholly satisfying. The fact that the media played up the importance of housewifery so heavily probably contributed to women's guilt for wanting other things.

However, Stephanie Coontz argues that women too valued the housewife ideal because of their childhood experiences in the Great Depression. They carried negative associations of their mothers working and wanted better lives for themselves.⁶³ Perhaps memories of the Depression stuck with postwar Americans. Men and women both had reason to cling to the security of traditional gender roles. Warren Susman writes in the

⁶¹Betty Friedan, *The Feminine Mystique* (New York: W. W. Norton and Company) 1963, 47.

⁶²Friedan, 207.

⁶³Stephanie Coontz, *The Way We Never Were: American Families and the Nostalgia Trap* (New York: Basic Books, 1992), 159.

introduction to *Culture and Commitment* that Americans in the Depression internalized blame for their failures and searched for relief from their insecurities. Many believed that strict adherence to a set of rules could help them.⁶⁴ There was an increased emphasis on fitting into society. In many ways, the 1950s seemed a continuation of the 1930s, disrupted only by the war. Elaine Tyler May writes, "The therapeutic approach that gained momentum during these years was geared toward helping people feel better about their place in the world, rather than changing it. It offered private and personal solutions to social problems."⁶⁵ Adjustment, like the earlier internalization of problems, seemed to be a coping mechanism for many Americans. May also points out that many Americans rationalized that it was actually men, not women, who were oppressed in the postwar era. Men, under pressure to provide for the family once again, suffered in impersonal business organizations, while women had the autonomy to guide the affairs of their homes.⁶⁶

Advertising prescribed the roles that caused so many Americans to feel constrained in the 1950s. Postwar advertisers often seemed almost manic in their hopes that Americans could combine the benefits of technology with traditional values and gender ideals of earlier times. One advertisement especially seems to embody the fears people held about the future. In an ad for the American Gas Association, a couple soars through the clouds on a swing surrounded by flying brooms, dishes, and frying pans. The wife

⁶⁴Warren Susman, ed, *Culture and Commitment, 1929-1945* (New York: George Braziller, 1973), 14.

⁶⁵Elaine Tyler May, *Homeward Bound: American Families in the Cold War Era* (New York: Basic Books, 1987), 14.

⁶⁶May, 20.

exclaims, "I'll just make a wish and all my household chores will be done... It's my favorite post-war dream... I live in a home that's a model of convenience... my all-Gas home... where housekeeping is so easy it seems like a hobby instead of a chore! The kitchen is like a wonderful playroom.... My silent Gas refrigerator is a magical storeroom.... Only dreams today, yes!... But tomorrow they'll be *realities*"⁶⁷ (figure 45).

In every way, this ad shows the fairy tale vision that advertisers, and probably all Americans, shared for the postwar period. They so longed for security and orderliness that they had to resort to fantasies of magical, animate objects, pretending that work would be like play, and that wishes do come true. The ad also portrays a childhood that these Americans never had during the hardships of the Great Depression. This, ultimately, is why feminine ideals could not change. The insecurity and constant turmoil of the 1930s and '40s led Americans to crave a kind of stability that could only be achieved through well-defined and traditional gender ideals.

⁶⁷*Ladies' Home Journal* (July 1944), 79.

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APPENDIX

For this study, I did a content analysis of magazine advertising found in *Fortune*, *Newsweek*, *Life*, *The Saturday Evening Post*, and the *Ladies' Home Journal* for the years 1942 to 1945, America's main involvement in World War II. I purposely chose magazines with varying audiences to find whether advertising in each was comparable. I found advertising to be similar in all five of the magazines studied. When talking about audiences though, it is important to keep in mind that all of these magazines catered to the white middle class, especially in their advertising. The purpose of this study was to root out American *ideals* in magazine advertising, and these invariably centered around white, two-parent families of at least middle-class income. Further study should include more women's magazines, but I thought it important to study a variety of magazines with different audiences since cultural perceptions of women were widespread. No blacks except Aunt Jemima and a few train porters were shown in any ads. No ethnic or religious variation was shown either. For example, nobody in ads could be discerned as Italian or Jewish. Only the *Ladies' Home Journal* and *Life* portrayed working class life. It is difficult to pinpoint exactly what made someone appear to be in one class or another, but in general, ads that featured working class Americans showed them dressed more casually. The men were not wearing suits, and the women wore less makeup. They appeared more often in the kitchen together, the wife making Spam sandwiches while the husband hastily finished his breakfast. These characters also seemed somehow more friendly and accessible, while the upper-middle class characters were more cool, distant, and quiet. Working class characters were more often shown doing something, while middle class

characters were often shown in portraiture, looking resolved and heroic.

Something should be said about each of the magazines in terms of their content and audience in order to better understand what kind of advertising ran in each. *Life*, a middlebrow picture magazine, was a leader in its field and thus had many imitators, including *Flair*, *Click*, *Pic*, *Pix*, *Photo*, *Focus*, *Photo-History*, *Friday*, and *Peek*. Since so many magazines imitated *Life*, it is fair to say that the magazine was representative of general interest publications. *Life* magazine is geared toward a mixed audience. The magazine sold out its very first issue in 1936 and was enormously popular and influential from the start. Although *Life* gave a lot of coverage to the war, most stories were about offbeat subjects like what the President ate when he went abroad or how nurses living in tents washed their lingerie. Both the number of ads containing women and their nature confirm that *Life* was read by many women.

The Saturday Evening Post was also a general interest magazine, incorporating a mix of articles and short stories. However, the *Post* probably had a more substantial male readership than *Life* because of its early business orientation. *The Saturday Evening Post*, first published in 1820, was intended to be a men's magazine, but publishers found that women enjoyed it too. The *Post*, combining articles and short stories, "became in time symbolic of the reading fare of middle-class America," writes magazine historian Theodore Peterson.⁶⁸ The magazine contained fewer ads aimed toward women, but they weren't excluded.

⁶⁸Theodore Peterson, *Magazines in the Twentieth Century*, revised edition. (Urbana, Ill.: University of Illinois Press, 1956), 12.

Fortune and *Newsweek* were business magazines geared toward to the upper class or upper-middle class man. Since they were men's magazines, I thought they would provide interesting contrasts in the portrayal of women's roles. *Fortune*, a magazine born out of the business pages of *Time* in 1930, was clearly geared toward men of at least upper-middle class status. The magazine's editorial formula emphasized the scrutiny of big business, and as focus on government rather than business gained importance in the 1930s, so did *Fortune*'s emphasis sway.⁶⁹ Many ads are not for personal products, but for corporate supplies, indicating that readers are in a position to make such business decisions. But even ads containing women were really aimed toward the male reader—one ad, for example, claimed that the quality of a secretary's typewriter was a reflection on her boss. Not a single ad promoted personal products for women, such as hand cream or work clothes. A magazine like *Fortune* is still important to this study, however, because the men who read this magazine may well have picked up on women's roles in the ads and acted toward women according to their perceptions of these roles. *Newsweek*, founded in 1933, also catered to a predominately male audience, although the magazine was more conservative and included stories beyond the scope of business and government. Its readers were middle class and not considered politically sophisticated or analytical. In fact, critics said *Newsweek* and other news magazines turned news into entertainment and did not draw a clear line between fact and opinion.⁷⁰ Many issues of *Newsweek* during the war period contained no ads at all portraying women. A good deal of the women who

⁶⁹Peterson, 239.

⁷⁰Peterson, 334-335.

were shown in this magazine were secretaries. However, even in these ads, the message was usually directed at the male boss rather than the secretary.

And finally, I chose one specifically women's magazine, *The Ladies' Home Journal*, to find whether ads differed significantly from mixed audience and men's magazines. The *Ladies' Home Journal*, founded in 1883, boasted the highest circulation and advertising volume in 1941 of any women's magazine.⁷¹ Surprisingly, the messages found in the advertising of the *LHJ* differed little from those of the other magazines. The main difference was simply that there were more women in the ads. Women were more often shown in the company of other women, and in many cases, a community of women showed their sisters how to master the tasks of the household. For example, many ads showed older women teaching younger women about the virtues of a certain laundry detergent⁷² (figure 46). Another important manifestation of this was the large number of ads portraying women and their daughters, identically dressed, doing housework together⁷³ (figure 47). This suggests the ideal that the housewife role for women would continue long after the war had ended. Even though women were often the authority figures and experts in these ads, it was only within the context of the home. This lent further credence to the idea in advertisements that women's only knowledge was that of housework.

⁷¹Peterson, 190.

⁷²*Ladies' Home Journal* (July 1944), 57.

⁷³*Ladies' Home Journal* (April 1944), 86.

In order to take a fair sample from all the magazines, I studied the advertising in the January, April, July, and October issues of the monthly magazines for the years 1942 to 1945, and the first week's issue of those months in the same years for the weeklies. I studied all of the advertisements from those issues containing women for a total of 356 ads in *Life*, 331 in *Fortune*, 221 in the *Saturday Evening Post*, 813 in the *Ladies' Home Journal*, and 55 in *Newsweek*, for a total of 1,776 ads. The *Journal*, of course, had by far the most ads portraying women, as it was a women's magazine, while *Newsweek* had very few ads showing women. Ads that portrayed women's roles were those that had a picture of a woman in the ad or were directly speaking to the female audience.

I then divided the ads into categories: domestic (housewife, mother), war work (volunteer, military, or jobs taken just for the duration of the war), career (secretary, teacher, telephone operator, entertainer—any fields traditionally open to single women before and after the war), and no discernible role. For this research, a role constituted a woman clearly dressed for or doing a certain activity in one of the above categories. A woman working in a factory may be a mother, but in the ad she is shown doing work so that is her role, at least in this snapshot of her life.

engaged girl, the daughter of Mr. and Mrs. S. C. Holder of one of North Carolina's first families...

back home until 4:00 P.M. It seemed outlandish at first, but now I like it. I do have to watch out for my complexion, though. I give my face a good Pond's creaming after work every day so I'm certain-sure there's no greasy

like this: She smooths Pond's Cold Cream over her face and throat and pats briskly to soften and release dirt and make-up. Tissues off. She "rises" with more Pond's, swirling her white-coated fingers around in little spirals.

Gloria Vanderbilt De Cicco, and Britain's Lady Grenfell delight in this soft-smooth cream. Ask for a big, luxurious jar of Pond's Cold Cream today. Use it every night, every morning—for day-time clean-ups, too!



NAVAL ENGAGEMENT
Hilda Holder *Richard D. Davis*
 She pilots Navy planes at Glen L. Martin Halliours - He is an overseas duty-somewhere in the Pacific

EVERY GIRL WHO TAKES A WAR JOB is speeding the return of our men. All kinds of necessary jobs are waiting to be filled—in transportation, stores, war plants, restaurants. Check Help Wanted ads—then consult your local U. S. Employment Service.



HILDA'S EXQUISITE COMPLEXION has that appealing help-clear look every girl wants. "Pond's Cold Cream is the only beauty care I use," she says. "I keep a big jar in my locker at the plant—and a big jar at home."



ASK FOR A LUXURIOUS BIG JAR OF POND'S today! It's more practical to buy large sizes, saves glass and manpower. (You may see different color "war cups" on Pond's jars now—but Pond's Cold Cream is the same lovely quality!)



HILDA'S RING—the diamond is set in a band-wrought design on a slim gold band

**SHE'S
 ENGAGED !**

**SHE'S
 LOVELY !**

**SHE
 USES
 POND'S !**

TODAY—MANY MORE WOMEN USE POND'S THAN ANY OTHER FACE CREAM AT ANY PRICE

Figure 1

FOR the WOMEN WHO ARE TAKING THEIR PLACES



**Sanitary Bradley Group
Wash Fixtures Are Vital
to Health and
Maximum War Production**

Week by week thousands of women are signing up to help give the boys at the fighting fronts more and more of the war material they must have to bring Victory closer. To prevent loss of this vital production through lost women-hours is all important because today's output counts double. Plant physicians say Dermatitis—skin affection—is a common cause of days lost—and recommend sanitary washing as an important preventive measure.

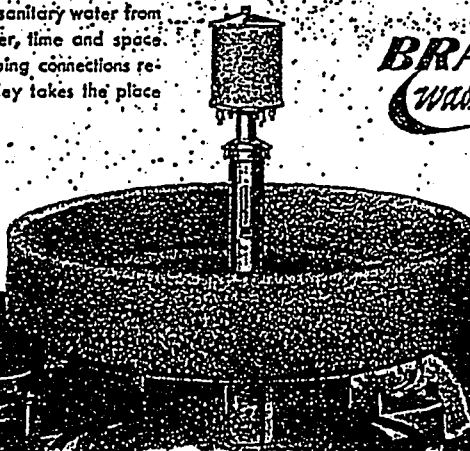
Bradley Washfountains are used in thousands of our essential industries doing their part in guarding the health of workers on whose efforts our war production depends.

A Bradley serves 8 to 10 persons simultaneously with clean, running, sanitary water from a central sprayhead. Water, time and space are saved—piping and piping connections reduced, because each Bradley takes the place

of 8 to 10 conventional "single-person" wash basins. The entire design is in keeping with modern sanitary practice. There is no chance of dirty water draining back into the system because the sprayhead is up out of the way and the bowl is self-flushing to carry off the water and prevent possible contamination. The bowl and pedestal are of stone or marble for long life and the conserving of critical metals.

Extend your washing facilities now to provide properly for your growing force. Assistance is offered in washroom planning and our "Picture Book of Installations" will be mailed on request. BRADLEY WASHFOUNTAIN CO., 2247 W. Michigan Street, Milwaukee, Wisconsin.

Women will enlist more willingly at your plant if you can show them Modern Bradley-equipped washrooms.



BRADLEY
washfountains

BRADLEY HAS SERVED
AMERICAN INDUSTRY
FOR A QUARTER OF
A CENTURY

Figure 2

FOR the WOMEN WHO ARE TAKING THEIR PLACES



**Sanitary Bradley Group
Wash Fixtures Are Vital
to Health and
Maximum War Production**

Week by week thousands of women are signing up to help give the boys at the fighting fronts more and more of the war materiel they must have to bring Victory closer. To prevent loss of this vital production through lost women-hours is all important because today's output counts double. Plant physicians say Dermatitis—skin affection—is a common cause of days lost—and recommend sanitary washing as an important preventive measure.

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BRADLEY
Washfountains

**BRADLEY HAS SERVED
AMERICAN INDUSTRY
FOR A QUARTER OF
A CENTURY**

Women will smile more willingly at your plant if you can show them Modern Bradley equipped washrooms.

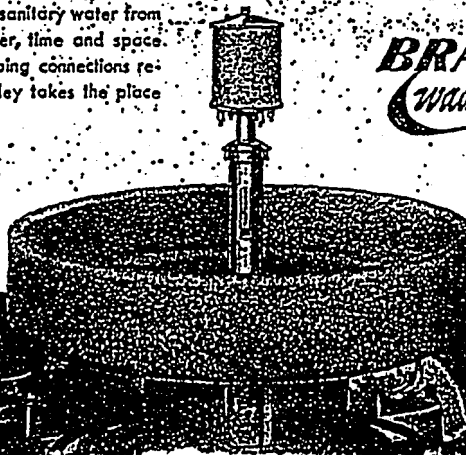



Figure 2




THE SHAPE OF THINGS TO COME?

As more and more women go into factory work, plant cleanliness is bound to become an ever-increasing factor in personnel relations. Perhaps it won't go as far as our illustration, but you can be sure that a clean, sanitary plant will help you keep your women employees happier. Gerson-Stewart's Systemized Sanitation will help you attain the highest plant-keeping standards you've ever enjoyed without adding a single employee to your maintenance staff. Systemized Sanitation provides the necessary products, PLUS a tested, proven training in the simple methods for their most efficient use. It applies production-line methods to your plant-cleaning operation, and makes your sanitation program practically automatic.


Write today for full details.

Systemized Sanitation is the only product line
for plant cleaning—full line



The GERSON-STEWART Corp.
LISBON ROAD • CLEVELAND, OHIO

Figure 3




THE SHAPE OF THINGS TO COME?

As more and more women go into factory work, plant cleanliness is bound to become an ever-increasing factor in personnel relations. Perhaps it won't go as far as our illustration, but you can be sure that a clean, sanitary plant will help you keep your women employees happier. Gerson-Stewart's Systemized Sanitation will help you attain the highest plant-keeping standards you've ever enjoyed without adding a single employee to your maintenance staff. Systemized Sanitation provides the necessary products PLUS a tested, proven training in the simple methods for their most efficient use. It applies production-line methods to your plant-cleaning operation... makes your sanitation program practically automatic.

Write today for full details.

*Systemized Sanitation costs less than present labor
to do the same job better.*



The GERSON-STEWART Corp.
 LISBON ROAD • CLEVELAND, OHIO

Figure 3



I'll never be lonely again

To think—I was afraid to meet you, my darling!

Ted and Laura said you were so attractive; all the girls were excited about you.

And I—well, I was a shy kind of person. I couldn't see why you'd like me.

But—"You have such darling hands," you said. "Feminine; soft. I love your hands." I was so proud, darling, so happy.

Now the thought of you is always with me. My hands work hard to help win this war. But what if the work does take the natural softeners from my skin? I use Jergens Lotion. And I can count on Jergens to help keep my hands nice and soft, dear, for you to come home to.



College girls know the smart hand care. They use Jergens Lotion, nearly 4 to 1. Next thing to professional care. Treats your hands with 2 ingredients many doctors rely on to help rough skin become attractive, desirable. No sticky feeling. Easy to use! To be sure... always use Jergens Lotion.

Figure 4



I'll never be lonely again

To think—I was afraid to meet you, my darling!

Ted and Laura said you were so attractive; all the girls were excited about you.

And I—well, I was a shy kind of person. I couldn't see why you'd like me.

But—"You have such darling hands," you said. "Feminine; soft. I love your hands." I was so proud, darling, so happy.

Now the thought of you is always with me. My hands work hard to help win this war. But what if the work does take the natural softeners from my skin? I use Jergens Lotion. And I can count on Jergens to help keep my hands nice and soft, dear, for you to come home to.



College girls know the smart hand care. They use Jergens Lotion, nearly 4 to 1. Next thing to professional care. Treats your hands with 2 ingredients many doctors rely on to help rough skin become attractive, desirable. No sticky feeling. Easy to use! To be sure... always use Jergens Lotion.

Figure 4



In your heart... a love song.
In your hands... smooth feminine
magic.

Keep them lovely, all through
these busier days. Before every
household task, smooth on
Trushay.

It's a new-idea lotion. The
"beforehand" lotion. A lush... so
creamy-rich it guards soft-
hands, even in hot, soapy water.

You'll love Trushay... its fragrance
...the way it helps keep your hands
romantic. Try it today.

TRUSHAY



Figure 5



In your heart... a love song.
In your hands... smooth feminine
magic.

Keep them lovely, all through
these busiest days. Before every
household task, smooth on
Trushay.

It's a new-idea lotion. The
"beforehand" lotion. As lush... as
creamy-rich in quartz soft
hands, even in hot, soapy water.

You'll love Trushay... its fragrance
...the way it helps keep your hands
romantic. Try it today.

TRUSHAY

The
"Beforehand"
Lotion



Figure 5

**"I FELT OLD AS A WITCH
WHEN I LOOKED AT MY
POOR HANDS!"**



"What price patriotism! My poor hands! I make bullets, and were my hands shot! You know the old saying about a woman's age showing in her hands. I felt like an old witch. Every day was Hallowe'en for me. All I needed was the broomstick."



"They were so red and rough-looking, and they made me feel like a candidate for an old ladies' home. My beau tried to compare them to gardenia petals... soft, white, velvety. Well, they're a fine pair of 'wall-flower' hands now."



"I began to think that my hands would never, never look 'young' again. Soft, white, smooth, romantic. What was a girl to do? Well, this was one girl who just didn't know. And you can't hold hands with your beau—with gloves on."



"A nurse friend of mine gave me a tip. Pacquins. She said that it was originally formulated for doctors and nurses whose hands are in water—and harsh antiseptics—30 to 40 times a day. Now look at my hands. Soft, smooth, lovely again!"

**DO YOUR HANDS MAKE YOU
LOOK OLDER THAN YOU ARE?**



Then try **Pacquins**
HAND CREAM

● Pacquins was originally designed for doctors and nurses who scrub their hands 30 to 40 times a day. Are you failing to keep your hands smooth, white, lovely, romantic? Well... see if your hands don't smooth out faster and feel smoother longer with Pacquins than with any other thing you've ever used! It isn't greasy, doesn't rub off on clothes.

Figure 6

**"I FELT OLD AS A WITCH
WHEN I LOOKED AT MY
POOR HANDS!"**



"What price patriotism! My poor hands! I make bullets, and were my hands shot! You know the old saying about a woman's age showing in her hands. I felt like an old witch. Every day was Hallowe'en for me. All I needed was the broomstick."



"They were so red and rough-looking, and they made me feel like a candidate for an old ladies' home. My beau used to compare them to gardenia petals...soft, white, velvety. Well, they're a fine pair of 'wall-flower' hands now."



"I began to think that my hands would never, never look 'young' again. Soft, white, smooth, romantic. What was a girl to do? Well, this was one girl who just didn't know. And you can't hold hands with your beau—with gloves on."



"A nurse friend of mine gave me a tip. Pacquins. She said that it was originally formulated for doctors and nurses whose hands are in water—and harsh antiseptics—30 to 40 times a day. *Now* look at my hands. Soft, smooth, lovely again!"

DO YOUR HANDS MAKE YOU
LOOK OLDER THAN YOU ARE?



Then try

Pacquins

HAND CREAM

• Pacquins was originally designed for doctors and nurses who scrub their hands 30 to 40 times a day. Are you failing to keep your hands smooth, white, lovely, romantic? Well...see if your hands don't smooth out faster and feel smoother longer with Pacquins than with any other thing you've ever used! It isn't greasy, it doesn't rub off, or clog pores.

Figure 6

LINNY Down on the Farm BY *Thel*

NEAT—NOT DOWDY! Bravely these simple washables face the perils of the farm—they resist rumpling and soiling because they're starched with penetrating Linit.



READY FOR ACTION. The battle on the food front means hard work and long hours. But a woman can do anything if she knows she looks beautiful doing it.

GLAMOR IN GINGHAM! It isn't the material—it's what you put in it that counts. Try Linit-starching your dainty frocks and other washables. You'll notice they look fresher, neater longer!



FOR VICTORY
Buy U. S. War
Bonds & Stamps



LINNY: It's our patriotic duty to make things last. Linit is the modern starch that penetrates and protects fabrics.

ALL GROCERS

Figure 7

LINNY *Down on the Farm* BY *These*

D
NIAT—NOT DOWDY! Bravely these simple washables face the perils of the farm—they resist rumpling and soiling because they're starched with penetrating Linit.



2
READY FOR ACTION. The battle on the food front means hard work and long hours. But a woman can do anything if she knows she looks beautiful doing it.

3
GLAMOR IN GINGHAM! It isn't the material—it's what you put in it that counts. Try Linit-starching your dainty frocks and other washables. You'll notice they look fresher, neater longer!



FOR VICTORY
 Buy U. S. War
 Bonds & Stamps

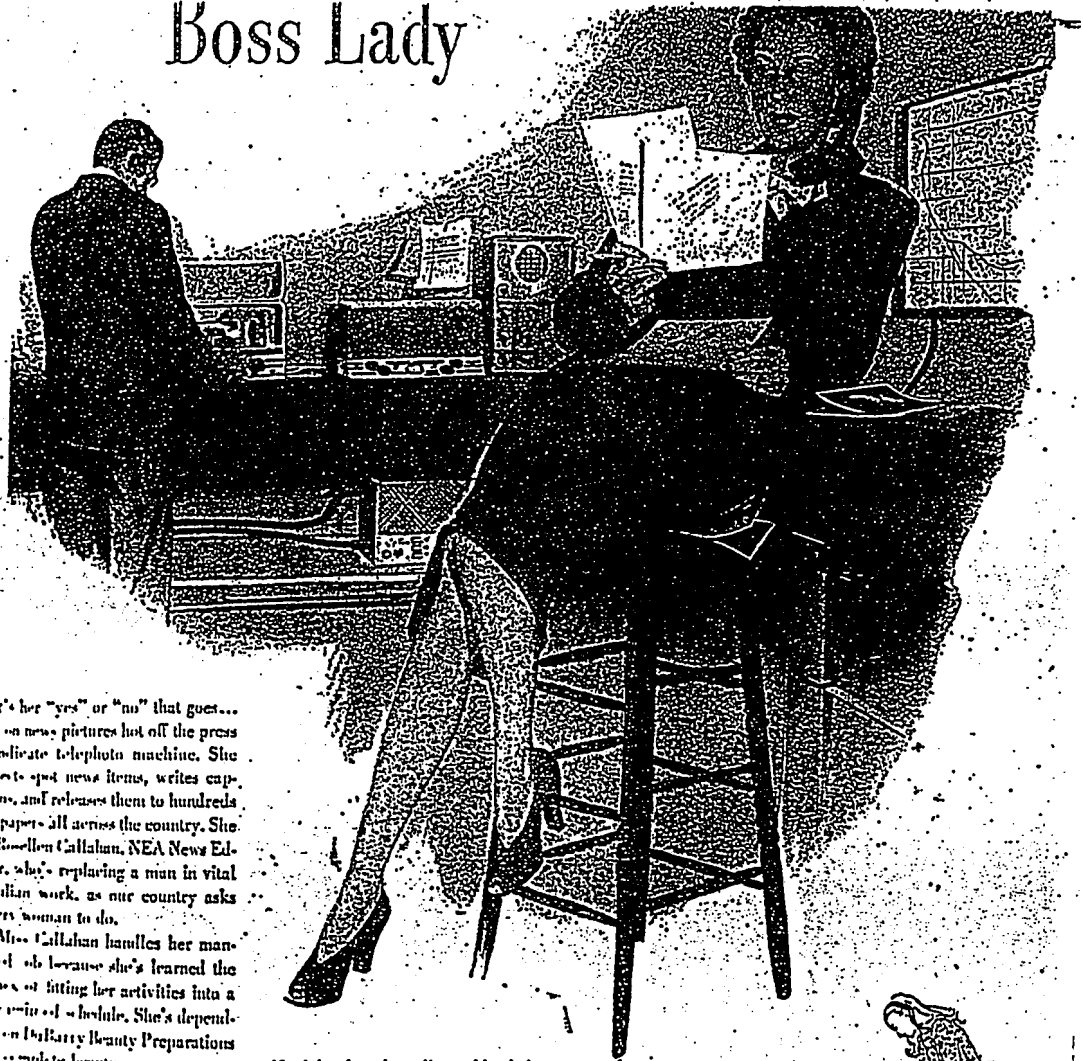


ALL GROCERS

LINNY: It's our patriotic duty to make things last. Linit is the modern starch that penetrates and protects fabrics.

Figure 7

Boss Lady



her "yes" or "no" that goes... on news pictures hot off the press indicate telephoto machine. She also spots news items, writes captions, and releases them to hundreds of papers all across the country. She is Rosellen Callahan, NEA News Editor, who's replacing a man in vital public work, as our country asks every woman to do.

Miss Callahan handles her manifold job because she's learned the art of fitting her activities into a program of schedule. She's dependent on DuBarry Beauty Preparations for complete beauty care.

In the famous Success School, DuBarry Beauty Preparations have been used more than 130,000 times... the way to more effective skin care. Coordinated means that each product is formulated to do its specific

job...but that all are blended to work together for better results. Using DuBarry Beauty Preparations throughout gives the full effect of this scientific planning. One of the newest DuBarry Preparations is Leg Make-Up, used exclusively in the Success School.



Dr. BARRY

BEAUTY PREPARATIONS
by RICHARD HUDNUT

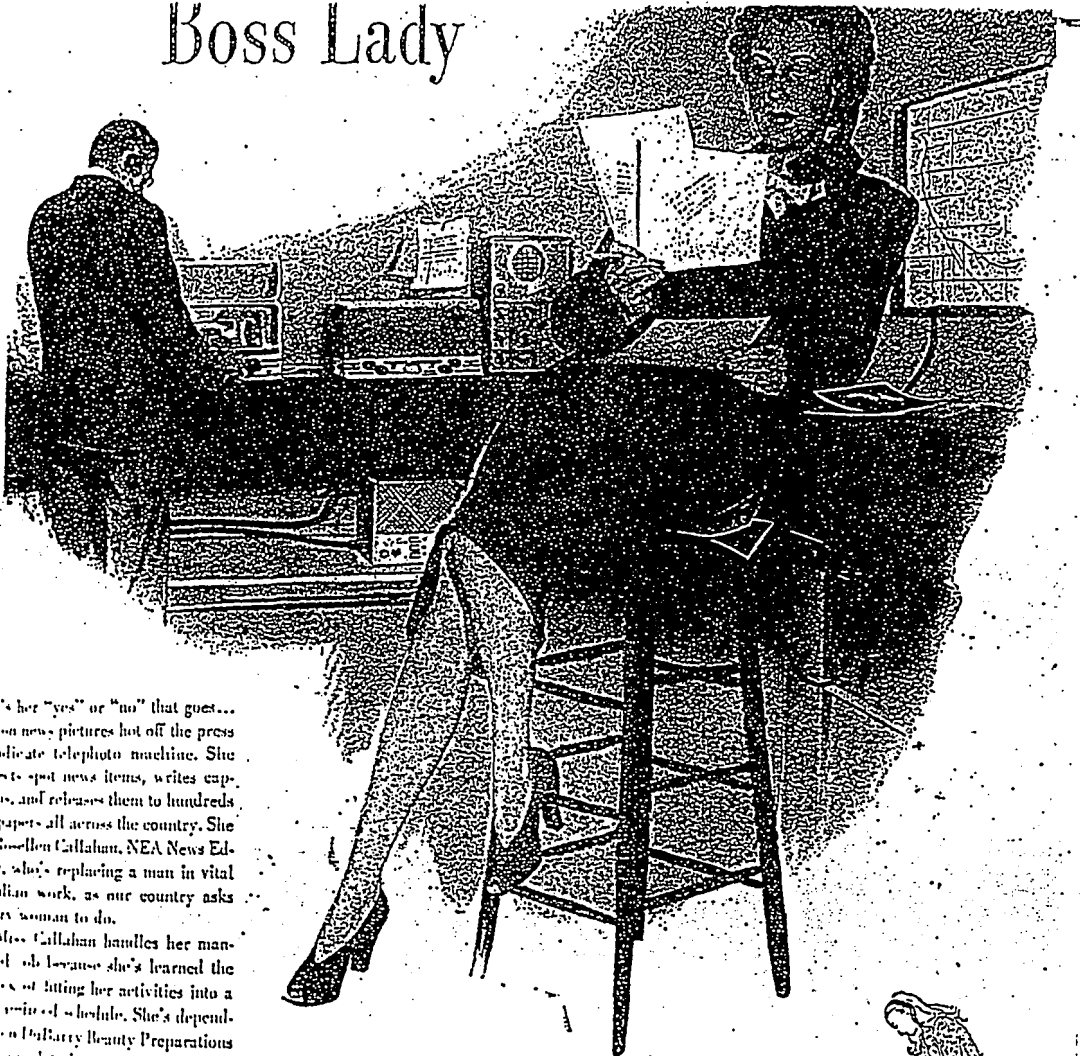
Crème-smooth! New, improved DuBarry Leg Make-Up has the creamier consistency that will give a smooth finish to your legs.

Luscious shades! Golden Tropical or deep, tawny Bronze are the season's smart stocking styles. Come to the Success School.

Easy to apply! Pour a little DuBarry Leg Make-Up into cupped hand. With both hands, start at heel, work

Figure 8

Boss Lady



It's her "yes" or "no" that goes... on news pictures hot off the press indicate telephoto machine. She lists spot news items, writes captions, and releases them to hundreds of papers all across the country. She is Rosellen Callahan, NEA News Editor, who's replacing a man in vital public work, as our country asks every woman to do.

Mrs. Callahan handles her manifold job because she's learned the art of fitting her activities into a given schedule. She's dependent on DuBarry Beauty Preparations to complete beauty care.

In the famous Success School, DuBarry Beauty Preparations have been used by more than 130,000 women... the way to more effective skin care. Coordinated means that each product is formulated to do its specific job... but that all are blended to work together for better results. Using DuBarry Beauty Preparations throughout gives the full effect of this scientific planning. One of the newest DuBarry Preparations is Leg Make-Up, used exclusively in the Success School.

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Dr. BARRY

BEAUTY PREPARATIONS
by RICHARD HUDNUT

Grease-smooth! New, improved DuBarry Leg Make-Up has the creamier consistency that will give a smooth finish.

Luscious shades! Golden Tropical or deep, tawny Bronze are the season's smart working shades. Grease-smooth!

Easy to apply! Pour a little DuBarry Leg Make-Up into cupped hand. With both hands, start at heel, work

Figure 8

Snapshot of a "Victory Appetite"

This business of running a war doesn't leave a fighter or a war worker much time for figuring out whether or not there's just the right amount of vitamins and minerals in a new lie or a lunch box. It's usually a case of eat what's there, and live with the job.

Yet, without a diet that is both appetizing and properly nutritious, our victualling would be fewer and our Army-Navy "E" production units would be fewer.

Here again, American industry, aided by modern chemistry, serves the victory cause. Through the vitamin and mineral fortification of countless products, the food industry is helping us regain a healthy America.

Monanto is willing to serve the steel industry in this great program, supplying it with a broad range of mineral supplements of exceptional purity. These are used to add much-needed calcium, phosphorus and iron in the processing of many widely used steels... making for stronger bones, sound teeth, a healthy circulatory system and good tone in muscles and body cells.

Food manufacturers and Monsanto Chemistry are packing years of nutritional progress into these fighting months. In the years of victorious peace to come, that's bound to make a sturdier, healthier, better-fed nation than ever before. MONSANTO CHEMICAL COMPANY, St. Louis.

new medicinal waters & supplements include Sodium Calcium Phosphate, Tril Calcium Phosphate, Sodium Phosphate, Tril Phosphorus, Iron Phosphate or vitalizer

waters, Soul-grade mineral water Berrie Pyrophosphate, " Dr. Cabot's Phosphate, " Sodium Pyrophosphate, Di sodium Phosphate, Sodium phosphate, Natural Calcium water and Natural mineral.

"A FOR EXCELLENCE"—the "A" division "F" group, "arm" serving recognition by the Army and the Navy of especially meritorious purchasing of war materials. It was awarded to Abbotson and a platoon the Navy "F" in a commendation, December 31, 1941.



SERVING INDUSTRY... WHICH

Figure 9

Snapshot of a "Victory Appetite"

This business of winning a war doesn't leave a fighter or a war worker much time for figuring out whether or not there's just the right amount of vitamins and minerals in a new kit or a lunch box. It's usually a case of eat what's there, and win with the job.

Yet, without a diet that is both appetizing and properly nutritious, our victory would be fewer and our Army-Navy "E" production cars would be rarer.

Here again, American industry, aided by modern chemistry, serves the victory cause. Through the vitamin and mineral fortification of countless products, the food industry is helping us win a healthy America.

Monsanto is privileged to serve the food industry in this great program, supplying it with a broad range of mineral supplements of exceptional purity. These are used to add much-needed calcium, phosphorus and iron in the processing of many widely used foods... making for strong bones, sound teeth, a healthy circulatory system and good tone in muscles and body cells.

Food manufacturers and Monsanto Chemistry are packing years of nutritional progress into these fighting months. In the years of victorious peace to come, that's bound to mean a sturdier, healthier, better-fed nation than ever before. MONSANTO CHEMICAL COMPANY, St. Louis.

Now Monsanto serves up...
 supplements in table salts...
 Ferrous Pyrophosphate,
 Monocalcium Phosphate, Di-calcium Phosphate,
 Tricalcium Phosphate, Sodium Pyrophosphate, Di-sodium Phosphate, Trisodium Phosphate, Sodium Phosphate, Iron Phosphate, and other mineral supplements.

FOR EXCELLENCE—the
 American Chemical Society, National
 and the Food of especially meritorious
 has been awarded the "National
 Award" for the year 1941.



SERVING INDUSTRY...WHICH SERVES MANKIND

Figure 9

Loved by Girls of Good Taste and Handy

Good morning, Mrs. Jones, and good night to all your family! You're good! America's first! Back before the get married twenty odd years ago, Mrs. Jones was a crack house painter and typist, and the first lady of good. So with Army and Navy and war time home training, the young folks from office work, who heard the call, she made a typewriter, a good old Smith-Corona, and honestly, getting all the work done.

It's true, it's a good one for the family, but it's truly a good one, and it's true. She's doing a world of good, how do you say it all already, and she's putting the family income into a little bit of a profit.

Mrs. Jones, we salute you! And we hope thousands of other women will follow you, because your company is.

the Smith-Corona Typewriter Inc.

SMITH-CORONA
Typewriters

Are you a woman typewriter?
Tell us a man's word!

Figure 10

Loved by Girls of Family and Friends

Good for you, Mrs. Jones, and good for all your family. You're good American! Back before she got married twenty odd years ago, Mrs. Jones was a crack stenographer and typist, and she's still mighty good. So with Army and Navy and War factories draining the young folks from women workers, she heard the call. She became a typewriter. A floor, a good old M. C. Smith, and honestly getting all the count of it.

It didn't say "for her or for her family." But it's truly patriotic, and it's smart. She's doing work that now how to do, using a daily take as accurate, and putting the surplus income into additional War Bonds.

Mrs. Jones, we salute you! And we hope thousands of other secretaries will follow in your footsteps.

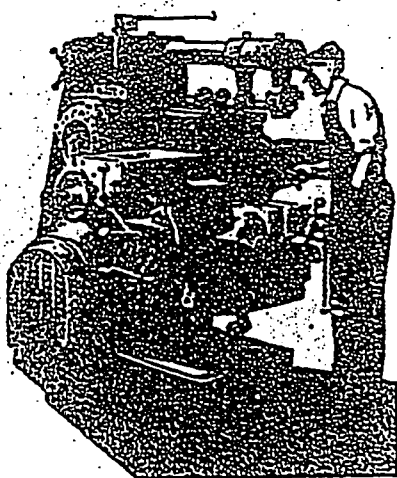
SMITH-CORONA
Typewriters

Any job a woman takes which makes a man's war job

Figure 10



...I'm doing this for Bill!



"Buy
Victory
with War Bonds"

I'm one of America's women war workers... Millions of other American women like me have taken their places at machines — on assembly and testing lines — voluntarily — to release "Bill" and men like him for work only men can do.

"Bill" is fighting somewhere overseas — fighting to meet the challenge to our country's freedom as well as to keep this the kind of a world we want for our home — our children — our future together.

I believe every woman working with me realizes that the machines and tools we operate help to hasten the day of Victory —

help "Bill" and his kind to finish the job "they" set out to do.

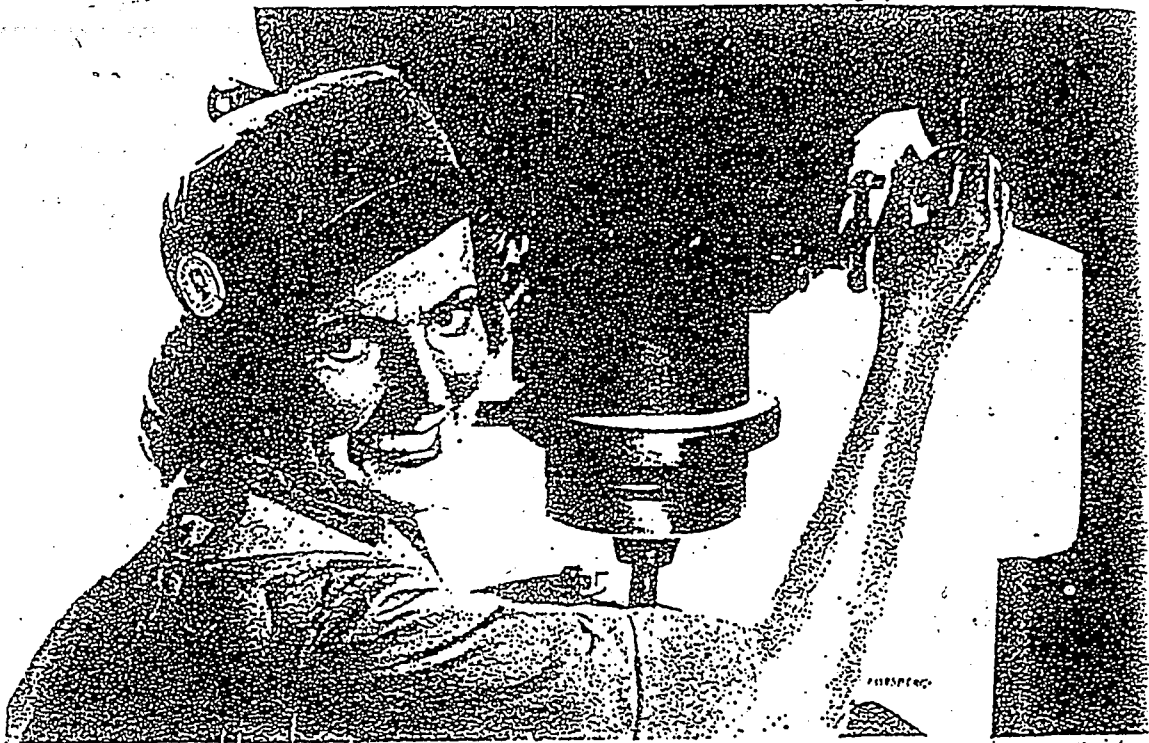
We at Kearney & Trecker look forward to the day when "Bill" returns — when the machine tools we build will again be used to make more and finer things for people to use and enjoy — the things that have always made America the finest country in which to live.



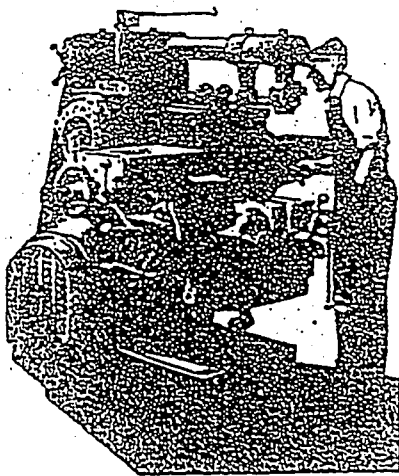
KEARNEY & TRECKER
MILWAUKEE, WISCONSIN

Milwaukee MACHINE TOOLS

Figure 11



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KEARNEY & TRECKER
MILWAUKEE, WISCONSIN

Milwaukee MACHINE TOOLS

Figure 11

*Dad and Bill -
First Aid class won't wait -
so I'm off. Sorry you're late!
Here's supper ready for you
- sandwiches, salad and
cherry pie. Soup's hot and
there's plenty for second helpings.
Mother*

**Let 'em come when they come!
- SUPPER'S READY !**

Hectic days for Mother! It's hard to set a time for meals, for the menfolk's jobs come first and any day they're liable to be kept at it later than they expect. How to keep step with her own war work and yet "keep a good table", too—that's the worrisome problem. And that's where a hearty soup can help a lot!

A soup like this—bright and appetizing, rousing, sturdy and nourishing—settles dozens of 1942 busy-day meal questions. Here's a rugged deep-dimmed beef stock, and in it up fewer than fifteen different garden veg' tables. Small wonder women call this soup "almost a meal in itself!"

Soup-suppers and soup-lunches are right in line with the way people are living these busy days. Sound available nourishment is

more important now than ever. So it's a relief for Mother to know that she has just that kind of food always close at hand in Campbell's Vegetable Soup. Comforting and reviving, easily digested and quickly satisfying—that's why more and more wartime meals are being built around Campbell's Vegetable Soup. Here are two:

Campbell's Vegetable Soup
Jellied Veal Loaf
Tomato and Lettuce Salad Ice Cream
Cookies Coffee

Campbell's Vegetable Soup
Salmon and Celery Salad
Cucumber Sandwiches
Strawberries and Cream Iced Tea

We make soup
To set you free
To do your part
For Victory!

Campbell's
VEGETABLE
SOUP

Figure 12

*Dad and Bill —
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Here's supper ready for you
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Campbell's Vegetable Soup	
Jellied Veal Loaf	
Tomato and Lettuce Salad	Ice Cream
Cookies	Coffee

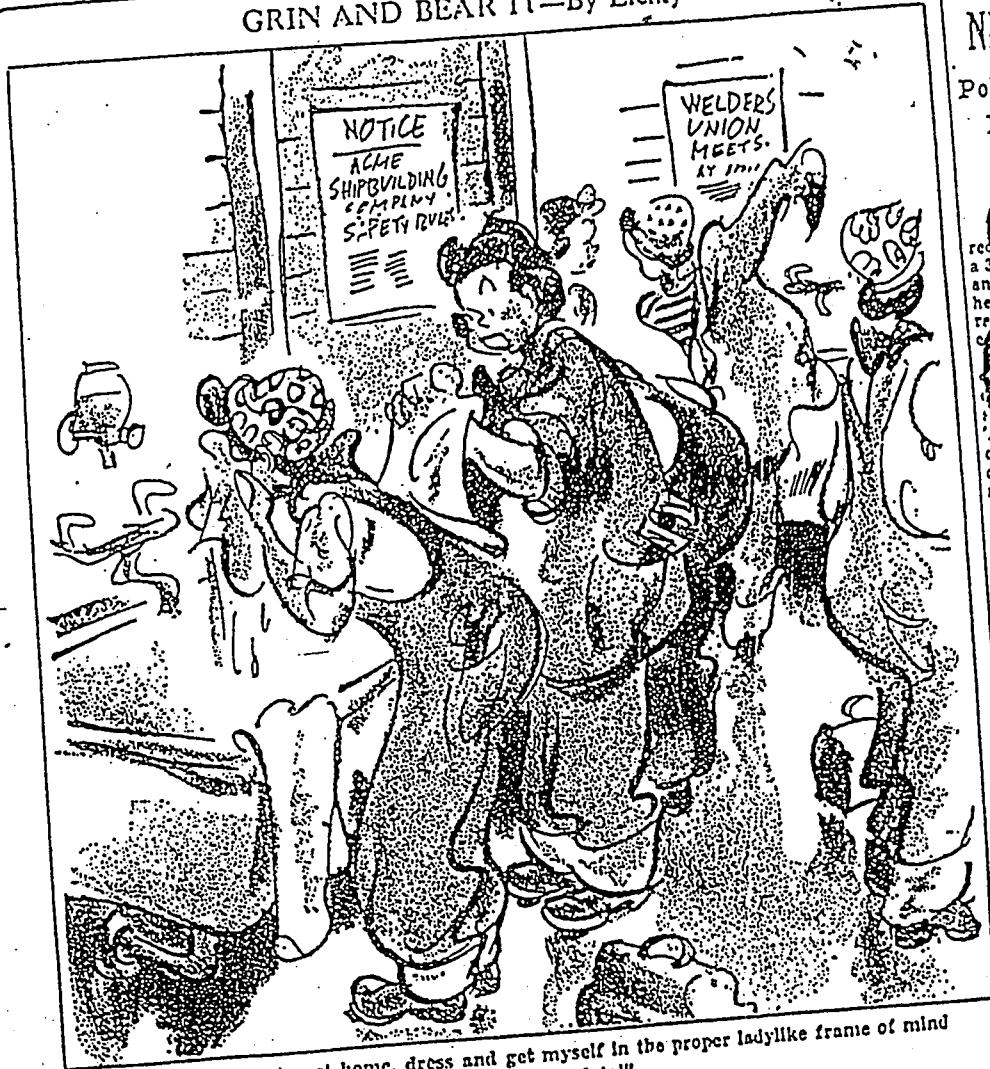
•

Campbell's Vegetable Soup	
Salmon and Celery Salad	
Cucumber Sandwiches	
Strawberries and Cream	Iced Tea

We make soup
To set you free
To do your part
For Victory!

Figure 12

GRIN AND BEAR IT—By Lichty



"Only 20 minutes to get home, dress and get myself in the proper ladylike frame of mind for my dinner date!"

* Reprinted from The Chicago Times

We've written a lot of copy in a more serious vein on this subject. But now EVERYBODY seems to be saying it for us: *that women are still women in whatever new environment or occupation they find themselves.* Which is why, in every war industry area, the demand has steadily increased for —

Ladies' Home JOURNAL

LARGEST AUDITED MAGAZINE CIRCULATION IN THE WORLD

Figure 13

1. LUCY: I mean six days a week you help win the war by working in a plane plant... but on your day off you buy new shirts, new work pants—like mad. It just isn't patriotic.

STAN: Are you kidding?



2. LUCY: Listen, chum, it takes valuable materials and labor to make new clothes and you shouldn't buy anything you don't really need. If your pants and shirts didn't always shrink, you wouldn't have to keep replacing 'em.

STAN: Uh-huh! Now answer the \$64 question! Don't your things shrink out of fit?



3. LUCY: My overalls, and all my other washables, will fit perfectly forever and ever—because I looked for the "Sanforized" label on 'em. That label means the fabric can't shrink more than a paltry one per cent! \$64, please!

STAN: But I get my clothes a little big to—

Look for the "Sanforized" label on all washables. It's your assurance that the fabric can't shrink more than 1% in men's and women's work clothes... men's shirts, shorts, pajamas... women's sportswear, housedresses, slips... washables for boys and girls... slip covers and draperies.

AVOID WASTE...GET PERMANENT FIT...

LOOK FOR THE "SANFORIZED" LABEL



4. LUCY: So they fit like a bag at first and wallpaper afterwards. For heaven's sake don't buy anything unless you need it... but if you really do need new things, try to get them with the "Sanforized" label. They'll fit right first, last, and always.

STAN: I get it—if they have a "Sanforized" label, you can lead 'em to water but you can't make 'em shrink!

• SANFORIZED •

REG. U.S. PAT. OFF.

Checked standard of the Trade-Mark owner

The "Sanforized" trade-mark is used by manufacturers on "Compressive Pre-Shrink" fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by licensed users of the mark.

Claret, Prohaly & Co., Inc.

Figure 14



"CONFUSION, rather than concealment," says Betty Rice, "is the principle of camouflage in this war. You try to confuse enemy bombardiers... make them uncertain of just which object below is their true target... make them scramble their aim, and their 'eggs' (bombs to you) where they won't do any harm."

On the end behind camouflage Rice is a model of a camouflaged airfield. On the table are the tools of her trade...including Camels! They're very much a part of her working life. As she says: "I smoke steadily on the job and off. And *every* Camel. They're so much easier on my throat."

"I scramble 'EGGS'—of enemy bombardiers,"

SAYS BETTY RICE,

who certainly knows her camouflage—
and her CAMELS

Like the men in the services...in the Army, Navy, Marines, Coast Guard...her favorite cigarette is Camel!

BLENDING big guns into the landscape starts this way. A model is made, camouflaged, finally photographed as it would look from the air. "No camouflage about a Camel, though," Betty Rice says. "That's a real figure." Right, Miss Rice! There's no confusion about why Camel is so popular. And no tricks in its making. Just costlier tobacco—and the Camel "know-how" in the blending. And there can't be imitated.



MORALE EXPERTS SAY that it's a good idea for women in the war to be "just women" every once in a while. So here's Betty Rice following that advice... complete with King's yellow evening dress, Prince Charming escort, and very-much-part-of-the-picture Camels. It's the cigarette you find in a camouflager's work-shop, destroyer's deck, air base...or night club.

The "T-Zone"

where cigarettes are judged



The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you...and how it affects your throat. For your taste and throat are closely individual to you.

Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself!



Camel

FIRST IN THE SERVICES...

*Based on actual sales records in Post Exchanges, Sales Com-missaries, Ship's Stores, Ship's Service Stores, and Canteens.

Figure 15



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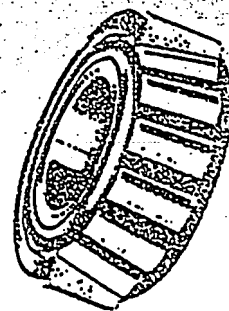
JAP-KILLING MACHINE

Geraldine Maurer doesn't look like a very belligerent person and she actually isn't one either, but her husband has just gone into the army and she likes to call the machine she operates at one of the Timken Bearing Plants "her Jap-killing machine." Perhaps that is one reason why her daily production is running 20% above the average.

Actually she is grinding the surfaces of Timken Bearings for Army and Navy airplane engines. These bearings must be accurate to almost infinitesimal limits, for the results could be serious if but one bearing should fail out of the 36 used in an 18-cylinder engine.

Timken Bearings by untold millions are helping to make better planes, trucks, ships, tanks and guns. When it's over they'll pick up where they left off in helping to give you better automobiles, trucks, farm implements, railroad passenger and freight cars, locomotives, and industrial machinery of every kind.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO



TIMKEN
TAPERED ROLLER BEARINGS

COPYRIGHT 1943 BY THE TIMKEN ROLLER BEARING COMPANY

Figure 16



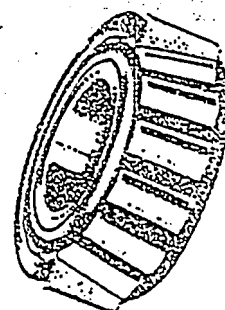
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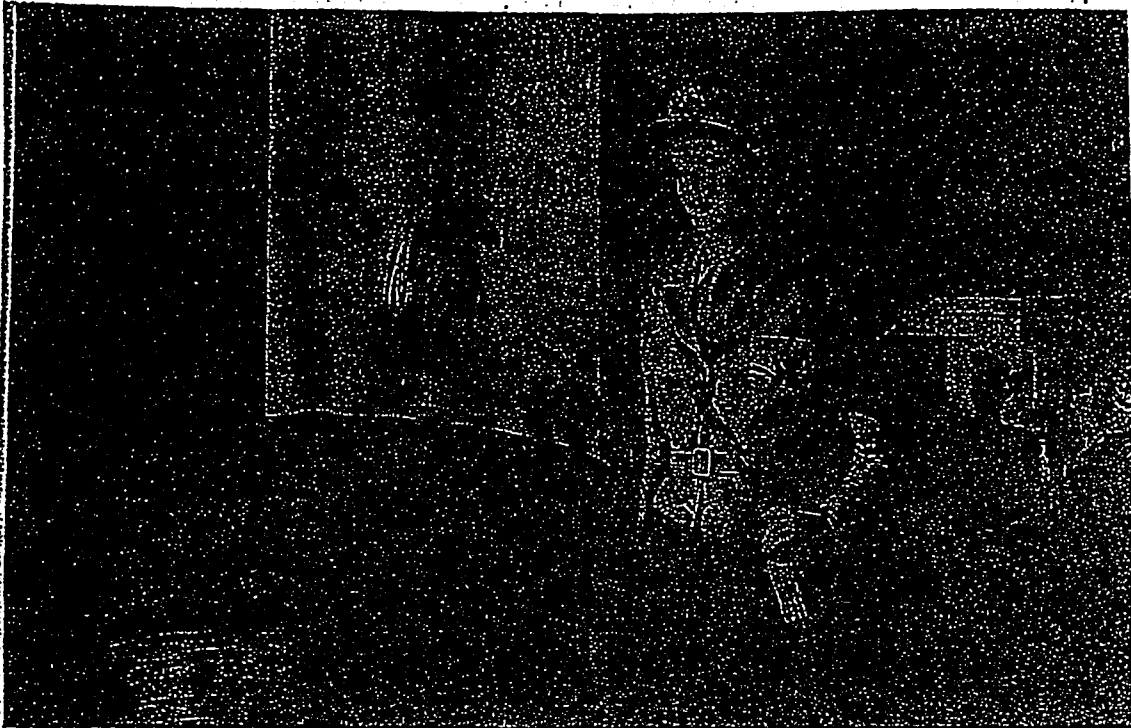
THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO



TIMKEN
TAPERED ROLLER BEARINGS

COPYRIGHT 1942 BY THE TIMKEN ROLLER BEARING COMPANY

Figure 16



Even the most hardened warrior dreams²²

THERE is no glory in war for a woman. She does her part—today in uniform—to end the blood and tyranny that threaten her home and future. Off duty, she dreams of the woman's world she's put aside for the duration—nylon hose, alluring hats, a home with every modern convenience.

Here at Bardco, our war assignment is to make essential electrical equipment. We've learned a lot about new materials and methods that make possible undreamed-of improvements over pre-war products. When Johnny and Jane come marching home, they'll find surprising new Bardco developments in electrification for the homes in which they live.

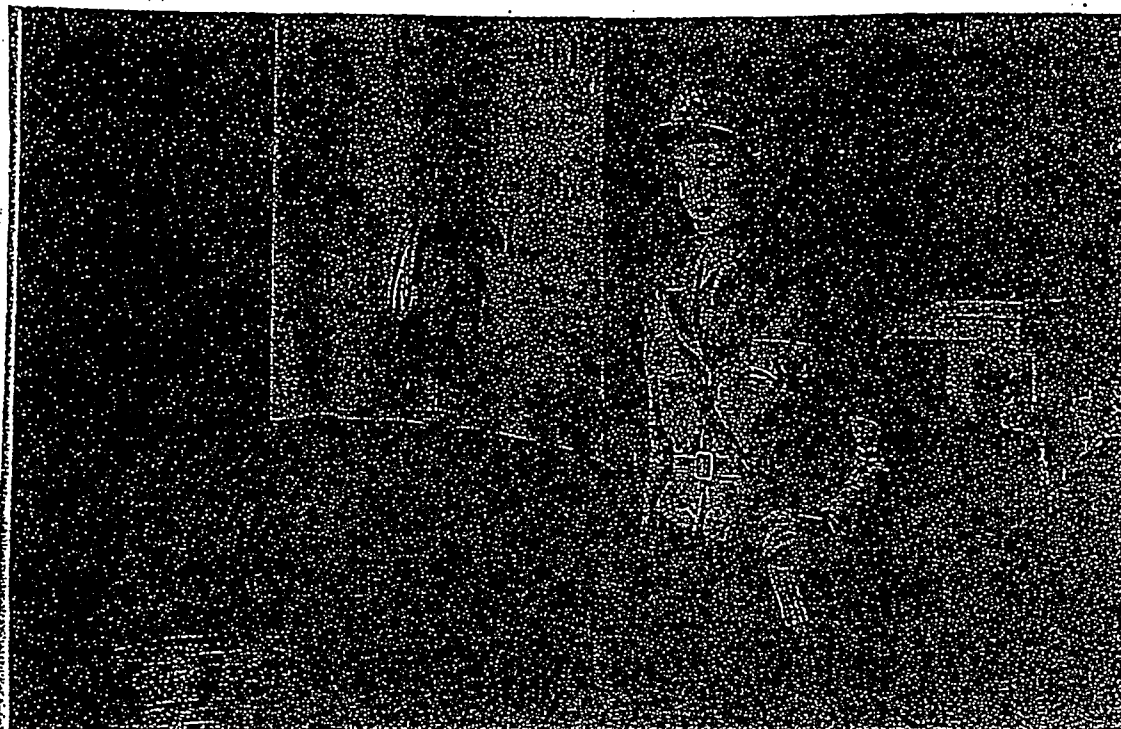
● Bardco electric generating plants like these are the primary source of all-important electric light and power at many of our Armed Forces bases—and those of our Allies too.



BARDCO

MANUFACTURING & SALES COMPANY

Figure 17



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BARDCO

MANUFACTURING & SALES COMPANY

Figure 17

*Don't worry—
I'll dig it up!*



That's what I told my peeped sister-in-law!

I mean, her eyes are fine, but they stood out on stalks when I told her that Bond at our Victory Loan Rally.

"What gives?" she yipped. "The war's over! And with Bill coming home, how come you've got Bond money to spare?"

"None, nothing!" I told her. "The war may be over. Bill may be coming back. But plenty of men like him will be in hospitals for a long time. And plenty more won't even be coming back from overseas yet. This Bond's on account of them. I'd be a complete idiot if I thought of buying anything else first!"

"But I thought you were caroling about the lovely Cannon Percalé sheets you want to get..."

"Lolly," I broke in, "you bet I've been caroling about Cannon Percalé—and you bet they come next! Remember what I said about soft, how smooth, how wonderful to sleep on they are? Now that I've got my hand, my sleep will be all the sweeter!"



Isn't it wonderful to have the men coming back? Back to home and families and soft, white, soothe-you-to-sleep sheets again. Cannon Percalé Sheets are real sweet-dreamers—top favorites with us smart young married gals!

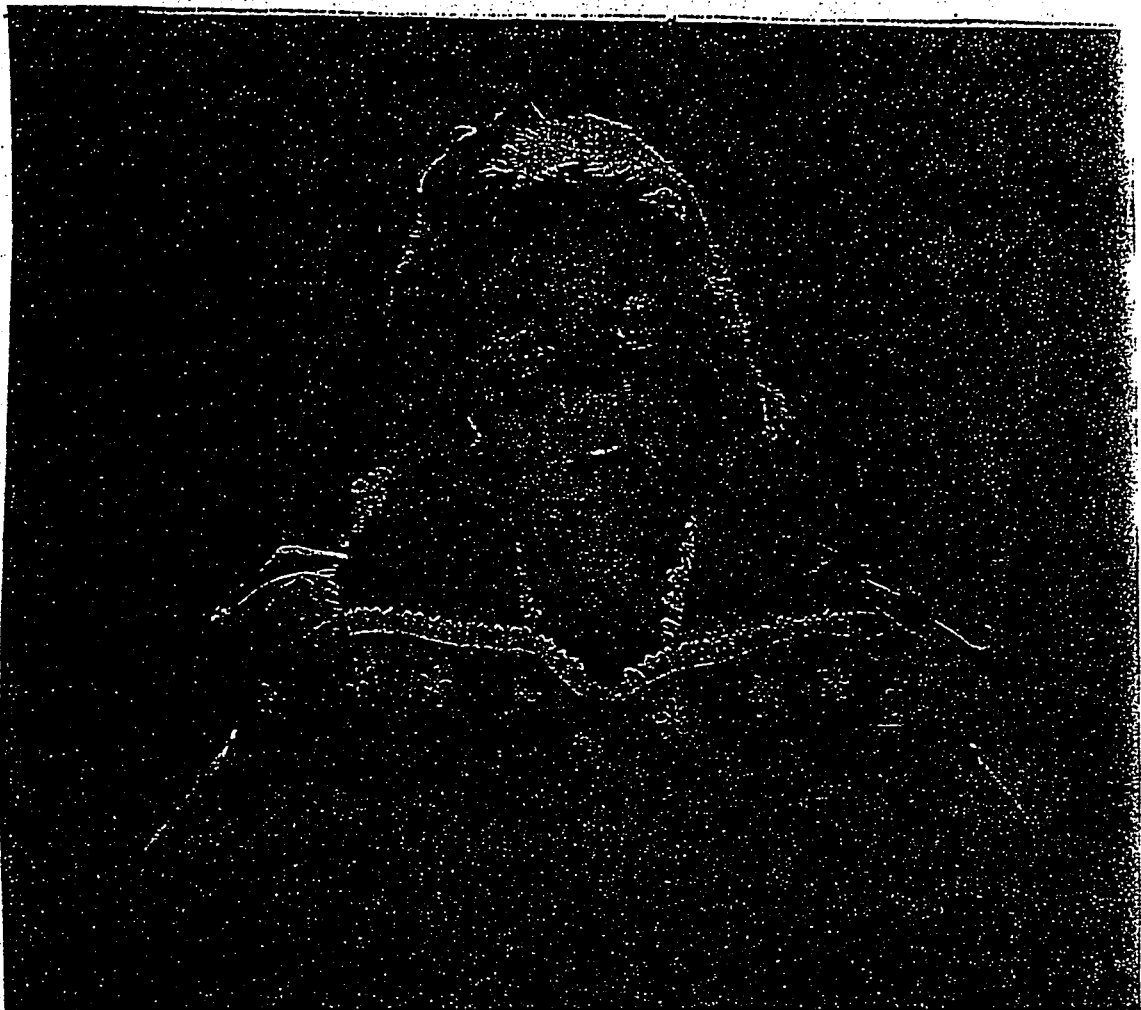
The old family budget is going on a Mr. and Mrs. basis again. Presto! Cannon Percalés give you up-in-the-clouds luxury at down-to-earth prices. And they're so light they save money at pious laundry rates—though they're woven with 25% more threads than best-grade muslins. Grand for wear, too!



Now back down to earth... Even with the war over, sheets may still be scarce for awhile. But when you need them, look for that Cannon label! If you can't find just the sizes you want in Cannon Percalés, ask to see Cannon Studio Sheets—well-made, long-wearing, a real value!

Cannon Percalé Sheets

Figure 18



"When I'm a Grown-up Lady..."

"I'll have a beautiful house..."

Indeed, you will, Susan. A wonderful house. We don't know exactly what it will be like. But it will be far nicer than today's houses, because all houses will be better in ever so many ways. And there will be many things in your house that aren't even invented yet.

"I'll have a big, shiny automobile..."

Or an airplane. Or even something like a magic carpet—who knows? Our radios and telephones and refrigerators all seemed like magic when we first heard of them.

"I'll have lots and lots of money..."

Money? Money isn't everything, Susan. But every nickel, every dollar will buy more than it does today. Go on.

"And-and-and I'll always be happy, like you!"

Happier, we hope, Susan. For right now, in the laboratories, scientists are discovering things to make life happier, and in the fac-

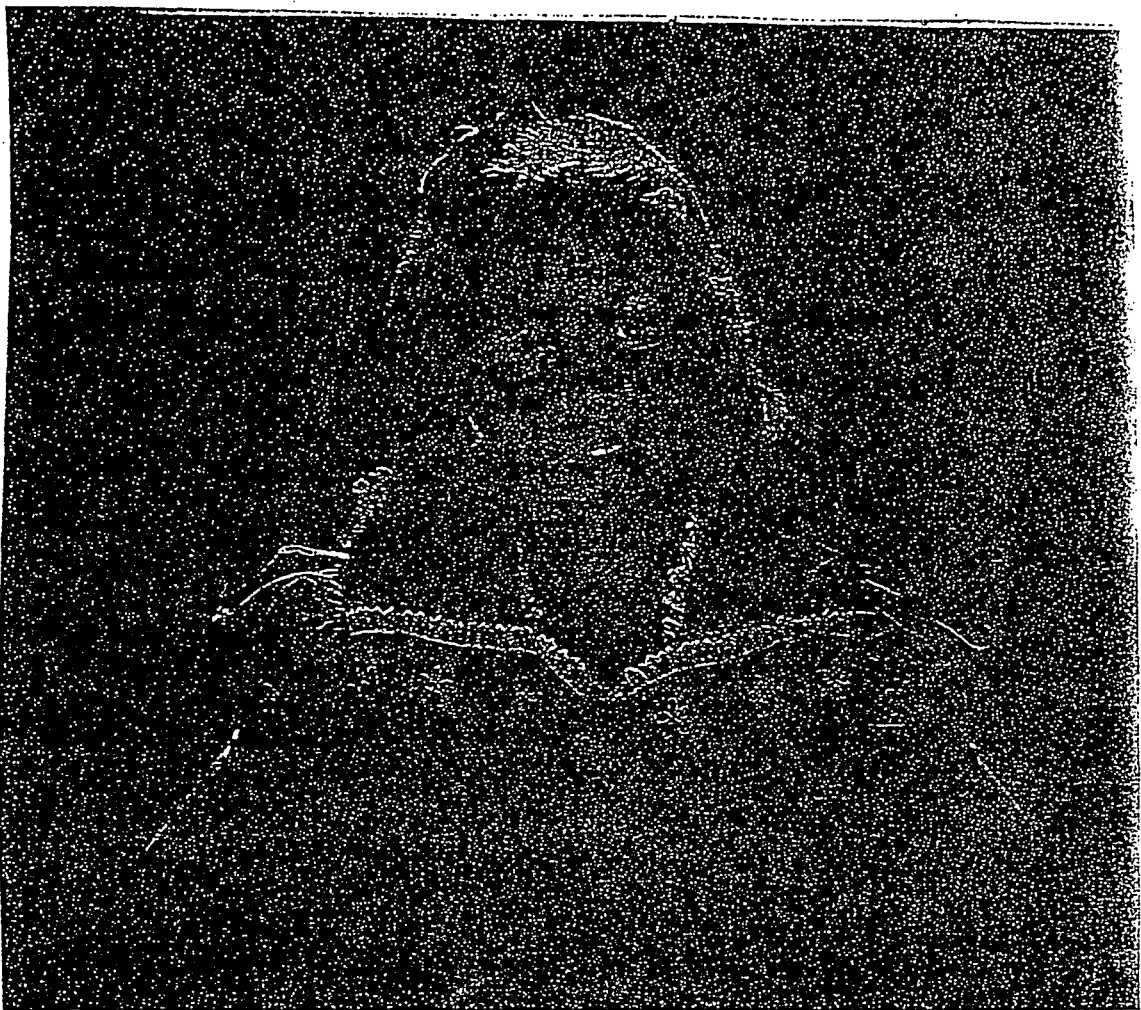
tories engineers are finding ways to make products less expensive and more plentiful in years to come.

Your dreams are coming true because so many men in companies like General Electric believe that the world of tomorrow will be better than the world of today. And they are working to make it so. *General Electric Company, Schenectady, New York.*

American industry has accepted the responsibility of saving America, is accepting the responsibility of helping to defend America, will accept, tomorrow, the responsibility of helping to build a better America and a better world.

GENERAL  ELECTRIC

Figure 19



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GENERAL  ELECTRIC

Figure 19

A high-contrast, black and white illustration of a man in a striped shirt, looking down at a small object in his hands. The word "SLAVERY!" is written in large, bold, italicized letters in the upper left corner. The man's expression is somber, and the overall style is reminiscent of a political poster or a dramatic comic book panel. The background is dark and textured.

Passed the sweet wood melon house hold apple
 and is due to the protective and alternative
 economy which have preserved them and given
 them freedom's air. There, the kindness must live
 longer, as they are good looking longer. Because

Industrial linoleum represents only one group of International coatings. Research has produced improved printing inks for the books, magazines

Sent under the same cover of "More than Meets the Eye." This book, lavishly illustrated in color, tells how practically every item of daily living has been made more useful, more durable and produced at greater economy by the use of modern chemical engineering, industrial and commercial, 75 Varick St., New York.

[illegible]

A high-contrast, black and white graphic illustration. In the upper left corner, the word "SLAVERY!" is written in a large, bold, italicized, sans-serif font. Below the text, a man is depicted from the chest up, wearing a horizontally striped shirt. He has a somber expression, looking down and slightly to his right. His hands are positioned near his face, with fingers spread, as if in a gesture of despair or contemplation. The background is dark and textured with a grainy, stippled effect. The overall style is reminiscent of a high-contrast photocopy or a graphic novel illustration.

Part of the success of modern household appliances is due to the protective and decorative coatings which have preserved them and given them luster's own. Also, these finishes must last longer, keep their color and luster longer. Because

Industrial finishes represent only one group of Interchemical coatings. Research has produced improved printing inks for the books, magazines

Said under his own copy of "More than Merit the Eye." This book, beautifully illustrated in color, tells how practically every item of daily living has been made more useful, more durable and produced at greater speeds by the use of modern chemical findings. Inorganic Chemical Corporation, 75 Varick St., New York.

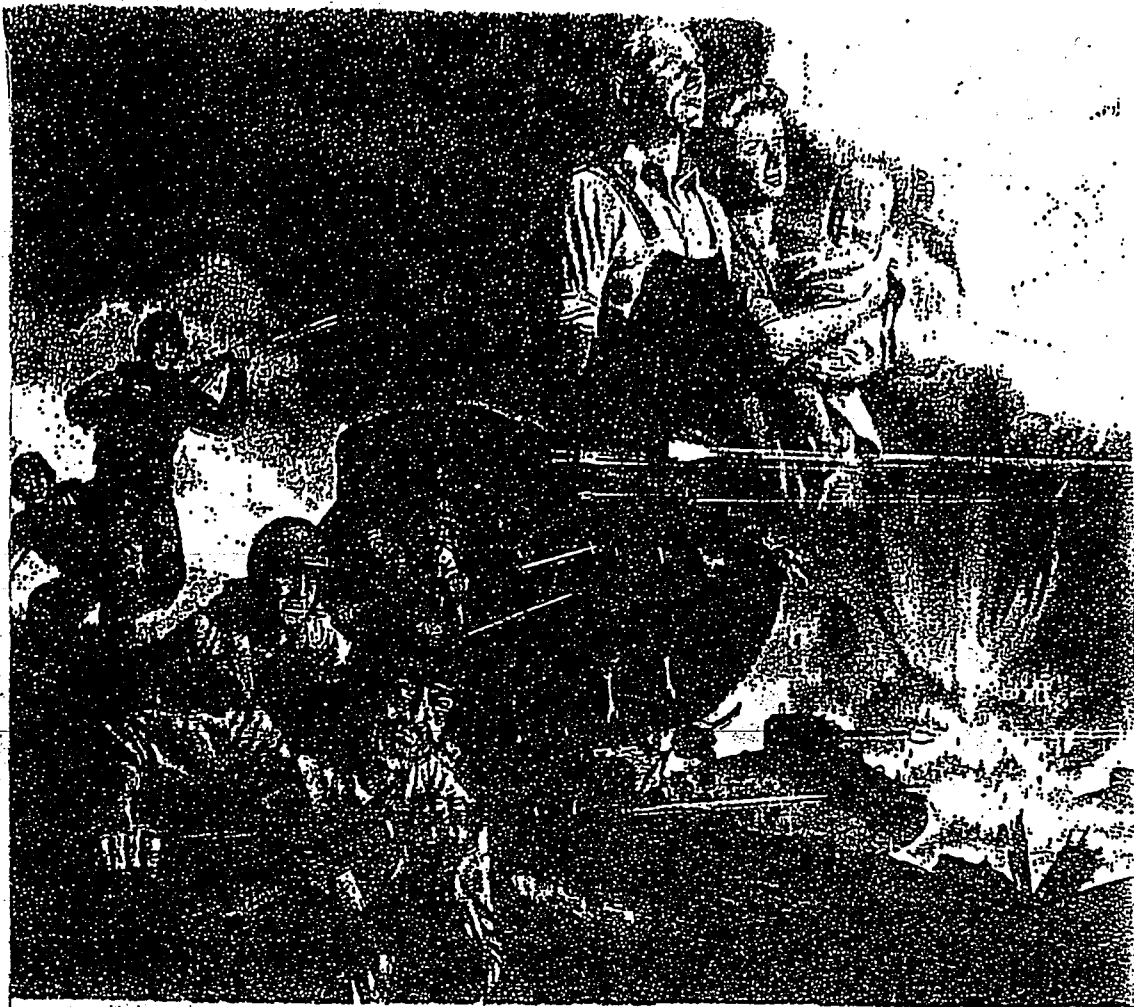
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Figure 21



Figure 21



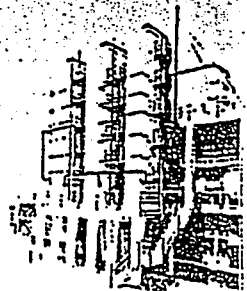
FOR THE FIGHTER... AND HIS DREAM!

The fighter must have something to fight for as well as something to fight with. It is industry's task to back him with the weapons he needs today and the tools he will need tomorrow.

Blaw-Knox—now totally at war—makes its own long list of war weapons, as well as basic equipment to aid other manufacturers in their war efforts. And when the international reconstruction program begins, Blaw-Knox will supply a wide range of equipment to speed it. The leadership of Blaw-Knox extends to many fields.

For example, Blaw-Knox supplies rolls, mills and a number of other essentials for the ferrous and non-ferrous industries... many highly specialized fabricated products for railroads, public utilities, the electronic field, the construction industry and industry in general. For the chemical and process industries Blaw-Knox produces all types of equipment, even complete plant units.

Whatever your plans, perhaps Blaw-Knox products and services can be useful to you. Let us discuss it at your convenience.



A new type of Blaw-Knox design for the chemical and process industries.

BLAW-KNOX

FOR FOUNDRY COMPANY

A FORERUNNER FOR
AMERICAN INITIATIVE
AND INDUSTRY

2055 FARMERS BANK BLDG.
PITTSBURGH, PA.

IN A NEW
WAS BUILT

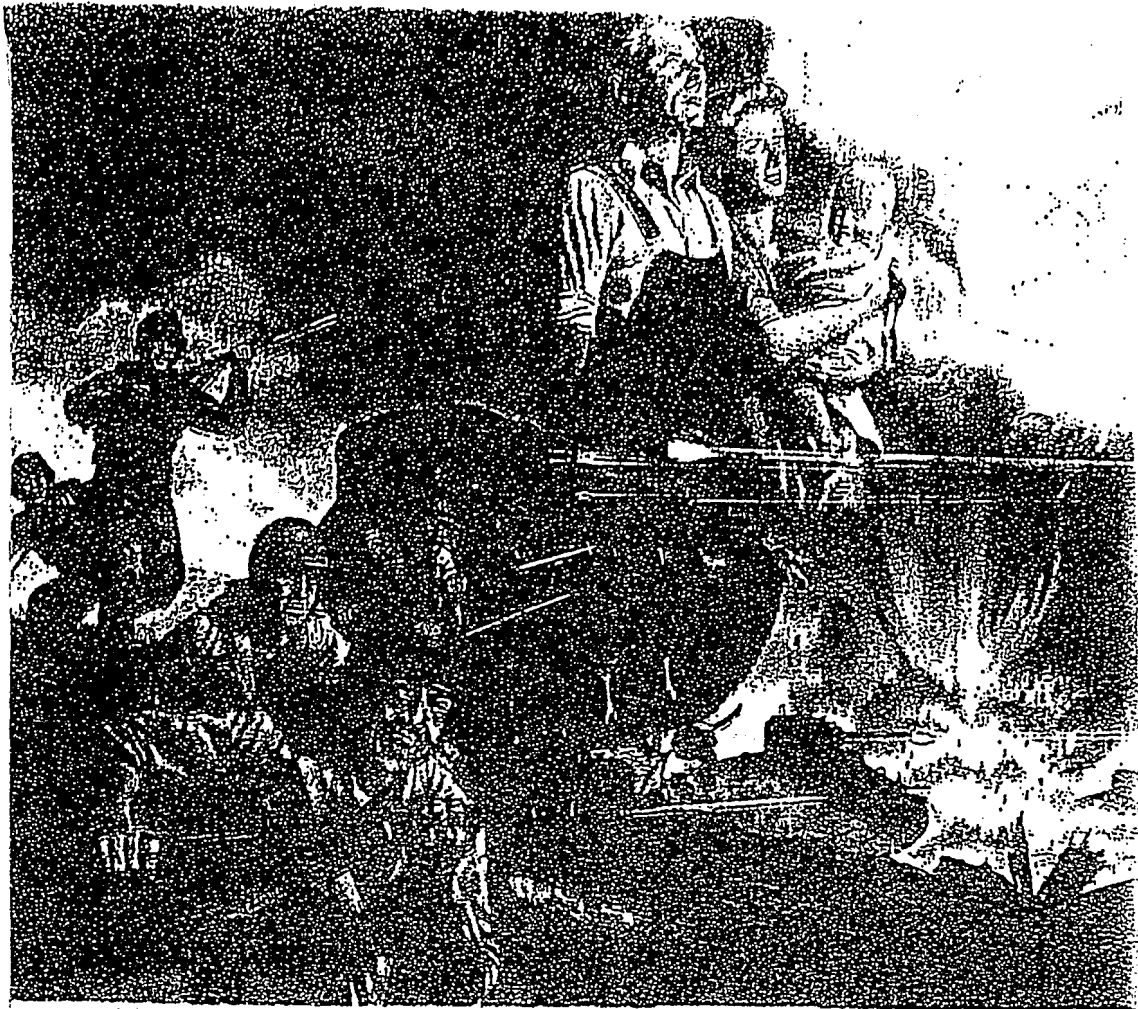
LEWIS FOUNDRY & MACHINE DIVISION,
Rolls and Rolling Mill Machinery
POWER PIPING DIVISION, Prefabricated Piping Systems
COLUMBUS DIVISION, Ordnance Material
SPECIAL ORDNANCE DIVISION,
Bofors Anti-Aircraft Gun Mounts and Mechanisms

PITTSBURGH ROLLS DIVISION,
Rolls for Steel and Non-Ferrous Rolling Mills
UNION STEEL CASTINGS DIVISION, Steel and Alloy Castings
NATIONAL ALLOY STEEL DIVISION,
Heat and Compression-Resistant Alloy Castings

BLAW-KNOX DIVISION, Chemical & Process Plant Equipment, Construction Equipment, Steel Plant For Railroads & Transmission Towers... General Industrial
MARTINS FERRY DIVISION, Bofors Anti-Aircraft Gun
BLAW-KNOX SPRINKLER DIVISION,
Automatic Sprinklers and Deluge Systems

Five Blaw-Knox Plants have been awarded the Army-Navy "E" for war-production activities
A FEW VICTORY PRODUCTS

Figure 22



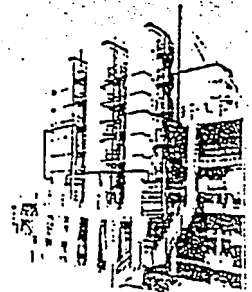
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A FARMER FOR
AMERICAN INITIATIVE
AND INDUSTRY

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Rolls and Rolling Mill Machinery
POWER PIPING DIVISION, Prefabricated Piping Systems
COLUMBUS DIVISION, Ordnance Material
SPECIAL ORDNANCE DIVISION,
Various Anti-Aircraft Gun Mounts and Mechanisms

BLAW-KNOX

FOR THE FIGHTER... AND HIS DREAM!

PITTSBURGH ROLLS DIVISION,
Rolls for Steel and Non-Ferrous Rolling Mills
UNION STEEL CASTINGS DIVISION, Steel and Alloy Castings
NATIONAL ALLOY STEEL DIVISION,
Heat and Corrosion-Resistant Alloy Castings

2055 FARMER BANK BLDG.
PITTSBURGH, PA.

BLAW-KNOX DIVISION, Chemical & Process Plant Equipment, Construction Equipment, Steel Plant For Radios & Transmission Towers... General Industrial
MARTINE FERRY DIVISION, Various Anti-Aircraft Guns
BLAW-KNOX SPRINKLER DIVISION,
Automatic Sprinklers and Deluge Systems

Five Blaw-Knox Plants have been awarded the Army-Navy "E" for war-production excellence
A FEW VICTORY PRODUCTS

Figure 22

... when it's over, over there

WHAT a wonderful day it will be when the boys come home to stay. The lid will blow off of everything. Then quickly, we'll begin seriously to look around, to put our house in order for new conditions, new demands, new horizons.

That's where Midland will come in. We've been running on war work—just 100%. As a result our heavy press and welding equipment has been enlarged for capacity greater than our pre-war demands. It may be, "when it's over, over there," that you'll be needing heavy metal stampings or welding. If you do, call on Midland.

Our experience in heavy metal stampings and welding goes back many, many years. Naturally we've wrestled with scores of problems that involve speed of production or new design. Perhaps we can help you.

Being the largest manufacturers of truck and passenger car frames in the world, we number among our customers many who lead in the field of transportation. The same sincere approach to heavy metal stampings and welding problems given to these transportation leaders, now is available for you. Just ask for it. Plants at Cleveland and Detroit.

AMERICA'S LARGEST MANUFACTURERS OF TRUCK AND PASSENGER CAR FRAMES

MIDLAND

ALSO MANUFACTURERS OF POWER EQUIPMENT BRACKETS, JEEP AND AMBULANCE FRAMES, RUN MOUNTS, TANK BULLS, AXLE HOUSINGS AND HEAVY METAL STAMPINGS

TWO PLANTS TO SERVE • ONE OVERHEAD TO SAVE



THE MIDLAND STEEL PRODUCTS COMPANY CLEVELAND, OHIO
AND DETROIT, MICHIGAN

Figure 23



The shape of things to come is no secret

THE humming noise you hear is industry at war. When peace comes, that sound need scarcely change its pitch. For in business offices, on assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make.

They want us to help them keep house, to supply new equipment for it on a scale that makes past performances seem like only peace-time. House laundries that "do" everything from tablecloths to negligees. Ranges complete with pressure cookers and unbreakable transparent covers. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity.

Whatever makes housekeeping easier and more economical, women will be waiting for industry to supply. The problem is not what to make, but *how*. Which material, new or old, will contribute the most in beauty, strength, economy, to each part of the new design? How shall it be used, fabricated, finished? Where can it most effectively save weight, cost, time?

For impartial answers to questions about metals industry can turn to Revere. For just as industry in the future will not be restricted to the traditional materials, neither will Revere. In addition to broadening still further the uses for copper and its alloys since the start of the war, Revere has developed facilities for the manufacture of the light metals,

and is pioneering in the production of entirely new alloys with important properties that can cut manufacturing costs for many industries.

Today the copper industry is working all-out to win the war. No copper is available for anything else. But post-war planners with specific problems in metals are referred directly to the Revere Executive Offices in New York.

REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1827

Executive Office: 230 Park Ave., New York

Figure 24



The shape of things to come is no secret

THE humming noise you hear is industry at war. When peace comes, that sound need scarcely change its pitch. For in business offices, on assembly lines, in civilian defense centers, and at home, American women are already wishing up new things for industry to make.

They want us to help them keep house, to supply new equipment for it on a scale that makes past performances seem like only practice. Home laundries that "do" everything from tablecloths to negligees. Ranges complete with pressure cookers and unbreakable transparent ovens. Refrigerators with compartments that hold each food, from frozen meats to lettuce, at the ideal temperature and humidity.

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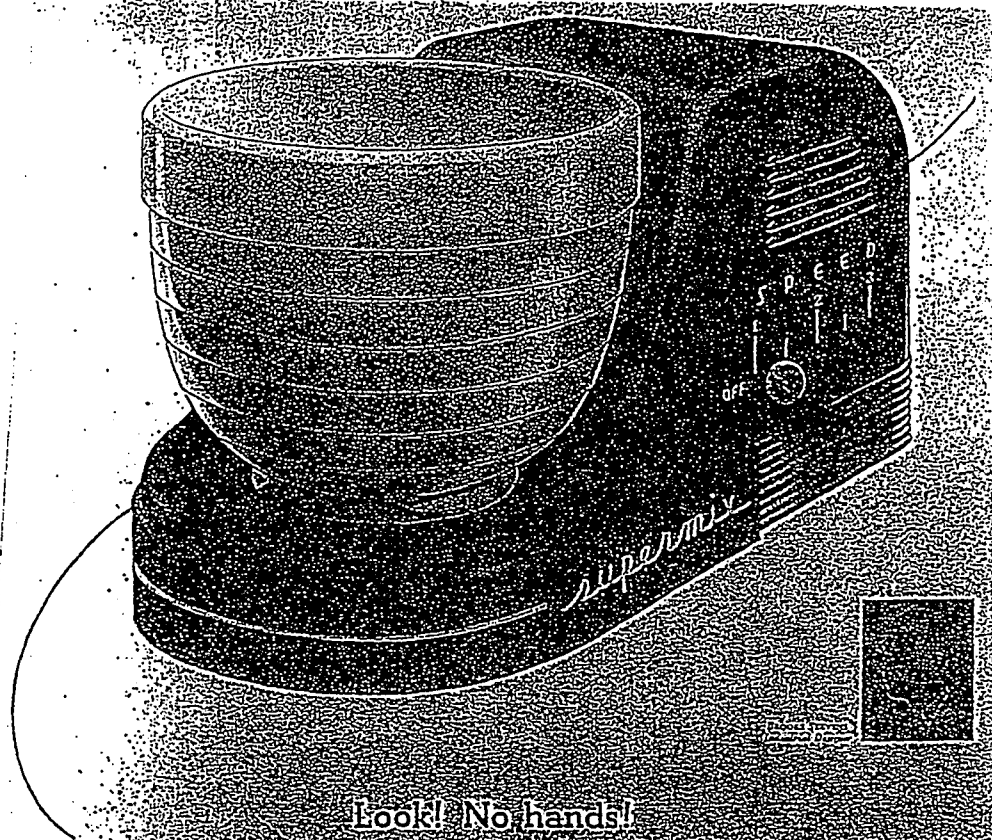
REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

Executive Office: 230 Park Ave., New York

Figure 24



Look! No hands!

Mr., have you any idea of the elbow grease that goes into that mysterious operation, known in kitchen parlance as whipping up Mother's

It takes two good hands and lots of family devotion, today. But during the war, Mother will merely toss the ingredients into that bowl (in there and shift into high.

Mr. Stevens who designed this mechanical help, is a Durez man. And we of Durez Plastics think he's got the word for it. But suppose we let Mr. Stevens tell you why.

"Here's still another example of how Durez plastic molding compounds help the designer translate ideas into reality. Obviously, a most important specification for a food mixer is light weight. And that's no problem when you design a housing with Durez plastics in mind. Not only that, but the lustrous, satin-smooth finish of these plastics gives the object excellent sales appeal. So beauty that goes beyond mere looks. For plastic housings are durable, rugged and resistant to mild acids and alkalis. Note how compact the mechanically sound design is. Modern kitchen design has eliminated the old-fashioned, ornate, heavy-duty mixer that didn't

could really be more on a shelf when not in use.

There's another design for modern living that's just waiting for America to win the fight to enjoy it. We have a long way to go on our hands right now. Durez plastics are serving at the fighting front. And they will be helping America enjoy the fruits of victory.

DUREZ PLASTICS & CHEMICALS, INC.
160 WALKER ROAD, NORTH TONAWANDA, N.Y.

DUREZ

PLASTICS THAT PUT THE JOE

Figure 25



One of a series illustrations

most likely to succeed

Getting an education is serious business, of course. But some subjects are more interesting than others. Color, for instance, is a subject of life-long study for most women, and one in which they are most likely to succeed. Which color, or combination of colors, shall I use for a hat, a dress, a curtain, a carpet, baby's bonnet? What shade or tint for this or that? Yes, color is important to every woman...and to us all, particularly in these trying times.

The growing interest in color is a constant challenge to the dye manufacturer. Colors rise and fall in favor swiftly. Typical is the bright new Parsley Green, now enjoying a wide vogue. When Fashion dictates such new colors the dye manufacturer must instantly adapt them for use in all types of women's apparel—silk, rayon, cotton and woolen dresses,

leather shoes, belts, handbags, buckles, plastic buttons and jewelry—to name a few. Development of a specific shade is comparatively easy. The real problem comes in giving the shade equal fastness in all the various materials. Frequently it is necessary to develop a combination of dyestuffs for fabrics made of a mixture of wool, cotton and rayon fibers, with each being given equal fastness to sunlight, salt water, dry cleaning, washing. No wonder dye-making is called a science, a business, and an art!

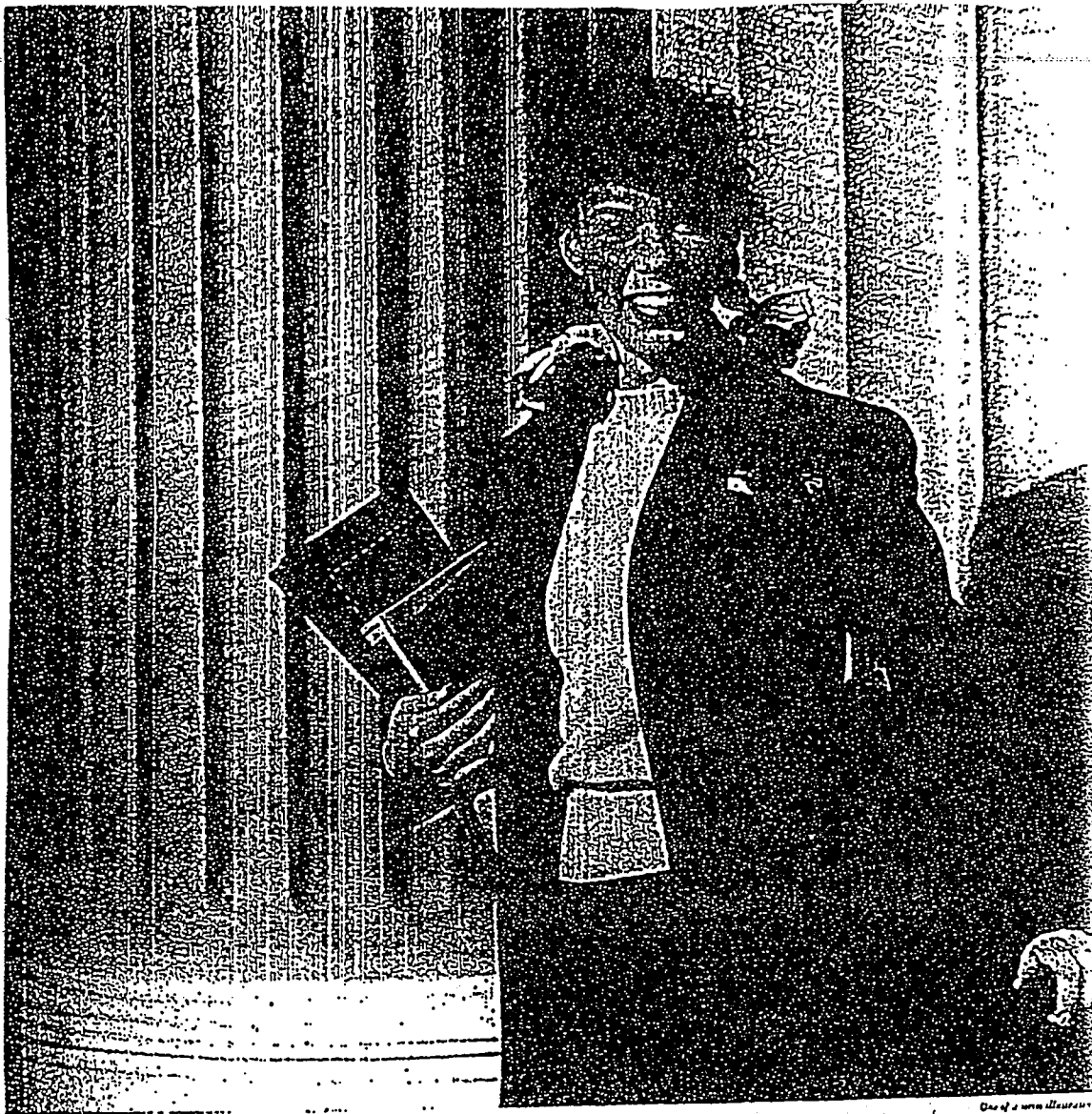
As one of the world's largest manufacturers of dyes, Calco Chemical Division of American Cyanamid Company meets the changing demands promptly, season after season, on a vast industrial scale. This is but one phase of Cyanamid's many-sided chemical services.



American
Cyanamid Co.

30 ROCKEFELLER PLAZA, N.Y.

Figure 26



One of a series illustrating

most likely to succeed

Getting an education is serious business, of course. But some subjects are more interesting than others. Color, for instance, is a subject of life-long study for most women, and one in which they are most likely to succeed. Which color, or combination of colors, shall I use for a hat, a dress, a curtain, a carpet, baby's bonnet? What shade or tint for this or that? Yes, color is important to every woman... and to us all, particularly in these trying times.

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American
Cyanamid Co.

30 ROCKEFELLER PLAZA, NEW YORK

Figure 26

You can pour almost the whole chemistry book on glass



Glass has remarkable chemical stability. You can count on one hand the few acids or alkalis that can seriously harm it.

The fact that glass so successfully resists chemicals that destroy other materials is something for designers to think about. It brings to light a practical way to build extra durability into equipment, products and buildings that are subjected to destructive elements.

Maybe you've never thought of glass as a durable structural material. Used rightly, it is just that.

Glass will not rot, oxidize or disintegrate. It has a lower coefficient of expansion than any other structural material. It is one of the hardest and smoothest surfaces known. It will not absorb odors or moisture. Glass has unusual resistance to abrasion. And glass has a higher tensile strength than some metals.

You can find other materials with some of these properties. To be sure. But nowhere else can you find such chemical and structural stability combined with transparency.

The properties we have mentioned can be teamed up in many ways to fit your particular needs. You can have glass in flat sheets, bent shape, laminated and fabricated with other materials. Transparent, translucent or opaque. Colorful or colorless.

Where can you use glass? Let your imagination run wild. Then talk it over with us. We can match our knowledge of glass with your knowledge of your own problems. We may come up with the answer you are looking for. We've done it for others. Why not let us try it for you? Libbey-Owens-Ford Glass Co., 2244 Nichols Bldg., Toledo 3, Ohio.

Destructible? Wood — Metal — Plastic — Glass. No material is indestructible. However, being in excellent condition, the material will fail on a job to which it has been properly applied and engineered. When our application engineers say "Yes," you can be sure about glass.



LIBBEY-OWENS-FORD

A GREAT NAME IN *Glass*

Figure 27

You can pour almost the whole chemistry book on glass



Glass has remarkable chemical stability. You can count on one hand the few acids or alkalis that can seriously harm it. The fact that glass so successfully resists chemicals that destroy other materials is something for designers to think about. It brings to light a practical way to build extra durability into equipment, products and buildings that are subjected to destructive elements. Maybe you've never thought of glass as a durable structural material. Used rightly, it is just that.

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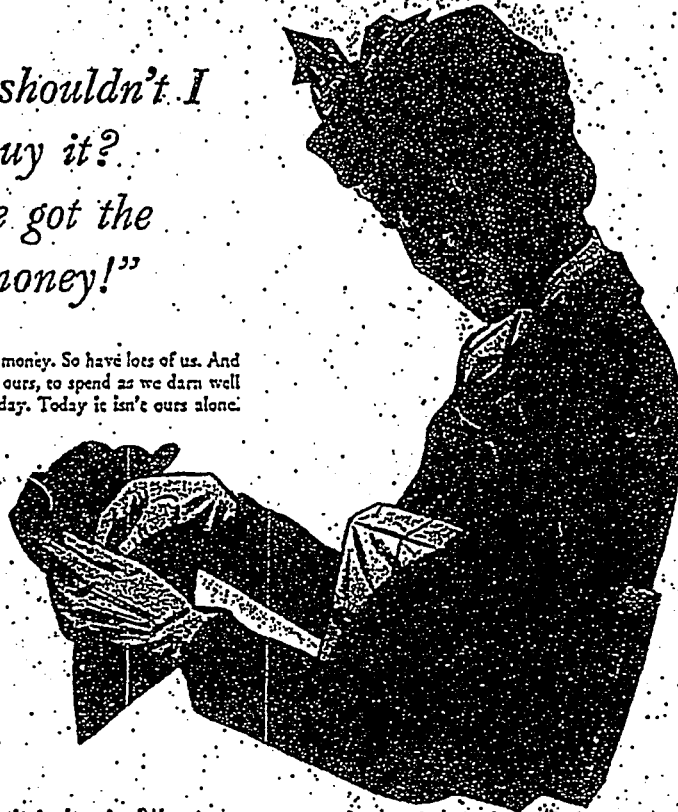
LIBBEY-OWENS-FORD

A GREAT NAME IN *Glass*

Figure 27

*"Why shouldn't I
buy it?
I've got the
money!"*

Sure you've got the money. So have lots of us. And yesterday it was all ours, to spend as we darn well pleased. But not today. Today it isn't ours alone.



"What do you mean, it isn't mine?"

It isn't yours to spend as you like. None of us can spend as we like today. Not if we want prices to stay down. There just aren't as many things to buy as there are dollars to spend. If we all start scrambling to buy everything in sight, prices can hike to hell-a-gone.

"You think I can really keep prices down?"

If you don't, who will? Uncle Sam can't do it alone. Every time you refuse to buy something you don't need, every time you refuse to pay more than the ceiling price, every time you shun a black market, you're helping to keep prices down.

"But I thought the government put a ceiling on prices."

You're right, a price ceiling for your protection. And it's up to you to pay no more than the ceiling price. If you do, you're party to a black market deal. And black markets not only boost prices—they cause shortages.

"Doesn't rationing take care of shortages?"

Your ration coupons will—if you use them wisely. Don't spend them unless you have to. Your ration book merely sets a limit on your purchases. Every coupon you don't use today means that much more for you—and everybody else—to share tomorrow.

"Then what do you want me to do with my money?"

Save it! Put it in the bank! Put it in life insurance! Pay off old debts and don't make new ones. Buy and hold War Bonds. Then your money can't force prices up. But it can speed the winning of the war. It can build a prosperous nation for you, your children, and our soldiers, who deserve a stable America to come home to. Keep your dollars out of circulation and they'll keep prices down. The government is helping—with taxes.

"Now wait! How do taxes help keep prices down?"

We've got to pay for this war sooner or later. It's easier and cheaper to pay as we go. And it's better to pay more taxes NOW—while we've got the extra money to do it. Every dollar put into taxes means a dollar less to boost prices. So...

*Use it up... Wear it out...
Make it do... Or do without*



A United States war message prepared by the War Relocation Council, approved by the Office of War Information, and contributed by the Magazine Publishers of America

Figure 28



"The storekeeper might get mad"

You're wrong there, lady. Good merchants appreciate customers who keep an eye on ceiling prices, who don't ask them to buy on the black market, who never ask for rationed goods without points, who share and play square with scarce goods.

*We asked
5 foolish women
why they don't
check
ceiling prices*



... "It's too much trouble"

It isn't a lot of trouble to do the little the Government asks—just remember to ask every time you make a purchase, "Is this the ceiling price?" And it's well worth the trouble—if it holds prices down today, lessens the danger of inflation tomorrow.



"We can afford to pay more"

Maybe you can, but how about the millions of soldiers' families who must live on Army allotments? Every time you pay black market prices or buy rationed goods without points, you're helping to send prices up—that's the way inflation comes. And nobody can afford inflation.



"My store doesn't display ceiling prices"

All retailers will if you keep asking them, "Is this the ceiling price?" It's the law. Ceiling prices must be displayed whenever goods under ceilings are sold. That's the system which has helped to keep prices so much lower in this war than they were in the last.



"I just don't want to do it"

No—and our boys don't want to fight! But they're doing it—magnificently! It's up to you on the home front to do your part to head off rising prices and inflation, help prevent producing a depression for our boys to come home to. Don't be a SABOTEUR on the home front!

Check and be proud!

You should be proud if you're the kind of loyal, patriotic American citizen who never pays more than ceiling prices, who pays her ration points in full, who shares and plays square with scarce goods!

It is because of you and millions of women like you—cooperating with American merchants—that the cost of living has gone up only 7 per cent since your Government's price control started.

But the end is not yet. So keep up the good work. Ask every time, "Is this the ceiling price?" Never buy a single thing that you can do without. Save your money—in the bank, in life insurance, in War Bonds. When you use things up, wear 'em out, nuke 'em, or do without...you're helping to HOLD PRICES DOWN!

YOUR STORE WILL BE GLAD
TO HAVE YOU ASK:

"Is this the ceiling price?"

**HELP
US
KEEP**

PRICES DOWN

A United States War Message prepared by the War Advertising Council approved by the Office of War Information and contributed by this magazine in cooperation with the Magazine Publishers of America.

Figure 29

*Just this
once...*

Now the store is out of the catalog.
Except in a little market around the corner.
Where it's said you can *buy* in what you want.
(Away over calling prices, of course.)
And only at a little thing.
No "forget" the sale just this once.
But it's a little thing that it comes to Big Thing.
When (though you buy at Big Thing)
That it can break down our old domestic economy.
And open the flood gates of inflation.
Always to use Ration Coupon.
And never to pay over calling price.
Gone of that little thing.
That it's a Big Thing in play and vision.

Here at Tube, the special task is to produce
Little things called Tube Capacitors. They are
used by the Army and Navy in many ways, as
part of electrical circuits that require reliable
condensers of long life under all operating con-
ditions... Modestly, we believe that in making
Tube Capacitors in ever-increasing numbers
we're doing one more Little Thing that will
help achieve the Big Thing we're all after.

A Small Part in Victory Today - A Big Part in Industry Tomorrow

ROBE DEUTSCHMANN CORP.
ROBE
ROCHESTER, MASSACHUSETTS

Figure 30

*Just this
once...*

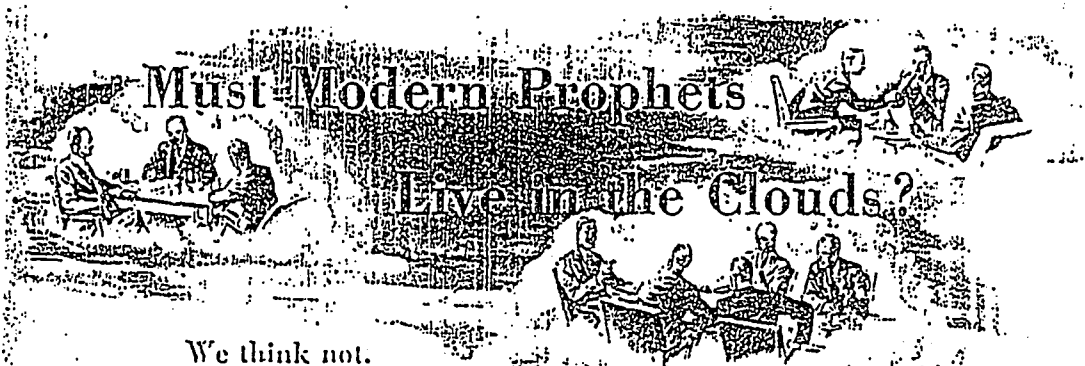
Now the stores are out of the stuff.
Except the little markets you find in corners
Where odds and ends are sold for what you want
(At way over ceiling prices, of course).
Andurch, it's a little thing
To "forget" the little just this once.
But it's a little thing that becomes a Big Thing
When thousands buy at Black Markets
That it can break down our whole domestic economy
And open the floodgates of inflation.
Always to use Ration Coupons
And never to pay over ceiling prices
Is one of those little things
That is Black Market play and rick.

Here at Tube our special task is to produce
Little Things called Tube Capacitors. They are
used by the Army and Navy in many ways, as
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TOBE DEUTSCHMANN CO.
TUBE
CAMBRIDGE, MASSACHUSETTS

Figure 30

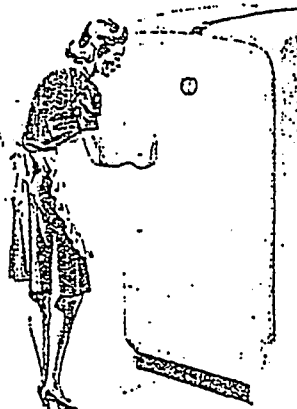


We think not.

Visualizing the world of tomorrow does not necessarily call for crystal gazing. The dreams and hopes of better living are part of the stage of today's realities. Industry is down to earth, planning better products with devices already tested in the laboratory or, in many instances, employed in forwarding the war effort. Once the job of winning the war is accomplished, industry will do its share in winning the peace.

Mrs. Jones, for instance, is looking forward to a new refrigerator: a handsome affair equipped with a deep freeze unit—compact, yet incredibly capacious. What is more, she is expecting her money to go much further when she makes her purchase. She will not be disappointed.

Already, industry is cooperating to make her refrigerator live up to expectations—not one, but many industrial suppliers are joining hands with refrigerator manufacturers to provide tremendous advances in home refrigeration.



For example, Mallory will supply resistance welding electrodes to weld the refrigerator case at lower cost, but providing greater beauty, utility and convenience... Mallory Contacts will be available for starting relays that provide trouble-free starting year after year... Mallory Contacts may insure quick and efficient circuit changes to provide perfect temperature control... Mallory motor starting Capacitors will permit the use of a much smaller motor, reducing refrigerator size and at the same time saving current in operation... Mallory bi-metal will add efficiency to the thermostatic temperature control.

Small things all, but added together, they will realize Mrs. Jones' dream refrigerator. Doubtless Mrs. Jones will never know the role Mallory parts play in her refrigerating economy. But though she never gets the hang of the mechanism, at least she can know that where Mallory precision parts are used, there she is assured of quality and long life.

That is why it pays manufacturers to consult Mallory when design problems arise... in our spheres of metallurgy and electronics, Mallory engineers are at your service.

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

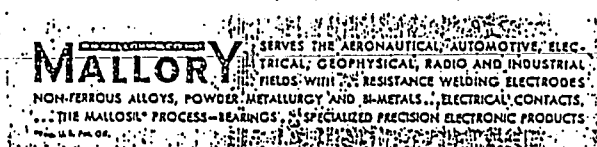


Figure 31



*"Now go to sleep,
like a nice mother!"*



BABY: Sorry to keep you in that crib so long, Mom—but I want you to get my point of view!

MOM: I've got it! Wiggling around in one spot all day has my skin so uncomfortable I could scream. EEEEE!

BABY: See? How do you think my delicate skin feels? Now—do I or don't I get my Johnson's Baby Oil and Johnson's Baby Powder?

MOM: Just name your terms!

BABY: Okay—lots of nice rubdowns with that pure, crystal-clear Johnson's Oil. And plenty of lovely soft sprinkles with Johnson's Powder!

MOM: It's a deal, honey child! You're going to have a skin like pink satin!

BABY: Thanks, Mom—I'll do something for you! With Johnson's to chase my chafes and prickles, I'll save my voice for singing!



Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson

Figure 32



*"Now go to sleep,
like a nice mother!"*



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Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson

Figure 32

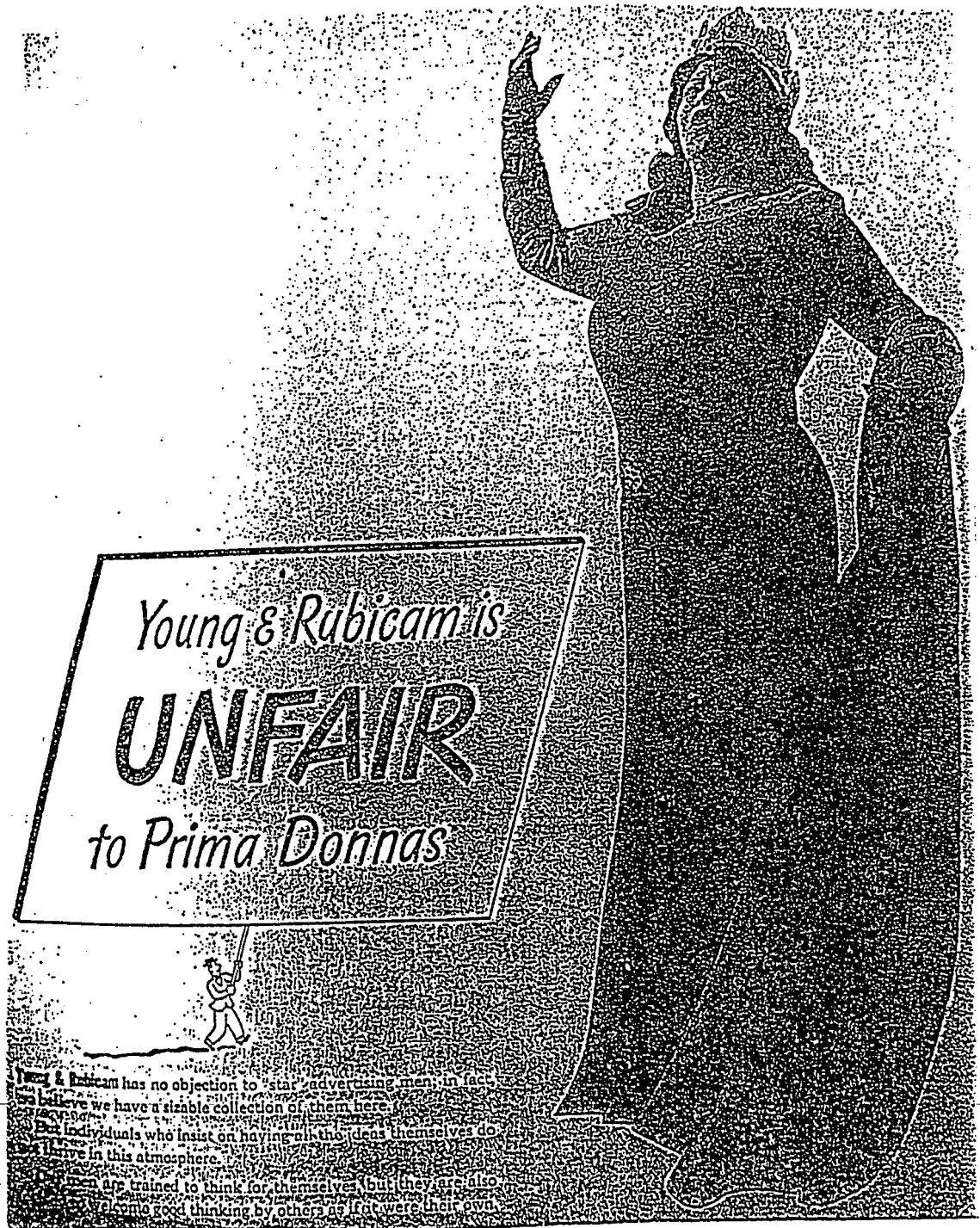


Figure 33



Figure 33

>>> WHAT EVERY MAN SHOULD KNOW ABOUT LIFE INSURANCE <<<

Only Life Insurance

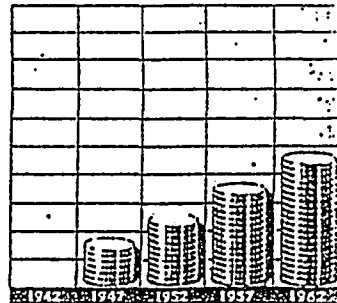
OFFERS YOU ALL THESE 8 UNUSUAL ADVANTAGES



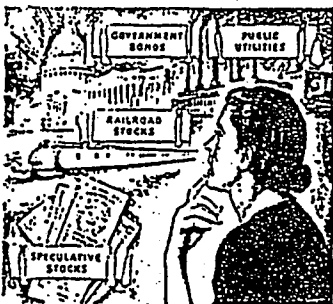
WHEN A MAN TAKES OUT LIFE insurance, he usually is thinking of the protection it gives his family, or the future funds it can provide for himself. But few men realize that only life insurance gives them all 8 of the unusual advantages described here. . . . 8 important advantages that have given life insurance its widespread popularity.



1. YOU CREATE AN ESTATE immediately. Through savings you can accumulate an estate for the future support of your family—slowly, year by year. Life insurance makes it possible to create an estate the moment you pay your first premium—and continue that estate in full by paying a relatively small amount of money each year.



2. A DUAL INCENTIVE FOR PUTTING aside money regularly. You know that only through systematic payments can you maintain the protection you want for your family. And, after the first few years, most policies provide an increasing fund which you can draw upon in an emergency, or in old age if need for protection has ceased.



3. YOU LEAVE THEM NO INVESTMENT problems. Through the various "settlement options," written in all larger life insurance policies, you can have your insurance money held by the company at interest or paid to your beneficiary as income. Your beneficiary need never face the risks and difficulties of handling a large sum of money.



4. TAX EXEMPTIONS FOR YOUR beneficiary. Your life insurance dollars up to a certain specified amount are exempt from the present Federal Estate tax—if left to a named beneficiary. In addition, you'll find there are certain exemptions from State inheritance taxes—the exact amount depending upon the state in which you live.



5. YOU DON'T NEED A WILL to leave your life insurance money exactly as you desire. The proceeds of your policies will be paid quickly, and without legal fuss or bother. And if you have directed your insurance company to pay your beneficiary in a definite way, you can be sure that your wishes will be carried out right to the letter.

The PRUDENTIAL
INSURANCE COMPANY OF AMERICA
HOME OFFICE: NEWARK, NEW JERSEY



Tune In! Hear THE PRUDENTIAL FAMILY HOUR
Sunday Afternoon, CBS Network



The world's greatest music—old and new—brought to you in a glorious, all-request radio program starting lovely Glady's Sweetheart, Theme Taster, Al Goodman's famous orchestra and chorus, and others.

SEE YOUR LOCAL PAPER FOR TIME AND STATION

Figure 34

Pilots love *Pretty noses*

AMERICAN Airlines Flight No. 7 to Chicago is ready on the runway. Cargo aboard; passengers checked; doors locked tight on the silvery-slim ship. But not until Ramp Agent Betty Beach puts her finger on her pretty little nose does the pilot know what he wants to know most of all: that he's ready to roll and leaving on schedule.

Betty Beach is one of the country's thousands of women who've recently gone into necessary civilian service to release a man to fight. And she loves it!

It has meant telescoping her life...making the most of every minute. For her beauty care, she's sticking to DuBarry Beauty Preparations...first introduced to her in the famous Success School Course.

She found how much more effective these co-related preparations are. Each one is scientifically formulated for a special purpose. But all are chemically blended to be compatible, so that they work together to give better results.

How effective co-related DuBarry

Beauty Preparations are has been proven to over 110,000 Success School pupils. Newest of these products is DuBarry Beauty Cake Make-up, which Miss Beach banks on to keep her lovely Success School complexion, in spite of airport winds and dust.

DuBARRY

BEAUTY PREPARATIONS
BY RICHARD HUDNUT

Featured in the Richard Hudnut Salon
and DuBarry Success School, 693 Fifth
Avenue, New York...And at Better
Cosmetic Counters Everywhere

Starry-eyed make-up! DuBarry Beauty Cake gives a brand-new, satin-smooth complexion in a minute. It's a tam-tam-tam powder base (for protection) and powder too...and it stays on!



Hide little blemishes and see how DuBarry Beauty Cake makes the skin look wonderfully luminous; provides a flattering, lasting finish for whatever complexion you wish. \$1.50 per completion box.



Apply DuBarry Beauty Cake Make-up with a pad of cotton or a Beta sponge dampened in water...or DuBarry Foundation Lotion if skin is dry. Smooth on until even. Dust with DuBarry Face Powder for the finishing touch.



Figure 35

Pilots love Pretty noses

AMERICAN Airlines Flight No. 7 to Chicago is ready on the runway. Cargo aboard; passengers checked; doors locked tight on the silvery-slim ship. But not until Ramp Agent Betty Beach puts her finger on her pretty little nose does the pilot know what he wants to know most of all: that he's ready to roll and leaving on schedule.

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Sixty-second make-up! DuBarry Beauty Cake gives a brand-new, satin-smooth complexion in a minute. It's a combination powder base (for protection) and powder too...and it stays on!



Hides little blemishes and fine lines. DuBarry Beauty Cake makes the skin look wonderfully luminous; provides a flattering, lasting finish in whatever complexion you wish. \$1.50.



Apply DuBarry Beauty Cake Make-up with a pad of cotton or a little sponge. Dampen in water, or DuBarry Foundation Lotion if the skin is dry. Smooth on until even. Dust with DuBarry Face Powder for the finishing touch.



Figure 35

27

Advertisement

ANOTHER WOODBURY DEB PROMISES

"To Love, Honor and Keep Him..."



She's joyful and all by myself to celebrate," she says a day around the proposal. "He got ashore just long enough to say my finger in a nail and get back to his ship."



She probably has this picture of "the day he didn't get away" in her Woodbury Deb she chose the wedding ring from a picture. "It's wonderful," Ginny admits, "but it's beautiful."



By the way, most things about my complexion," she says, "I use my Woodbury Facial Cocktail. A nice bubbly wash. Then close warm water and cold. Makes such a difference. You see Woodbury leaves skin so smooth to touch!" Try it. You'll see the true beauty soap, made in cake form only.



Whirlwind wooing of adorable Virginia Butler by Lieutenant William B. Rearden, Jr., ends blissfully in smart New York wedding. Glamorous Ginny says it's Woodbury Facial Soap that keeps her complexion so soft and kissable.



1. Directly, the Officers' Service Committee is Ginny's responsibility. It was a Committee party that...



2. The secret of his irresistibility is Woodbury, the Facial Soap, made by the advertisement for the skin alone. For...



3. Happy ending to the romantic story of a girl who uses Woodbury. The dream turns from the blue bubble...

Figure 36

ANOTHER WOODBURY DEB PROMISES

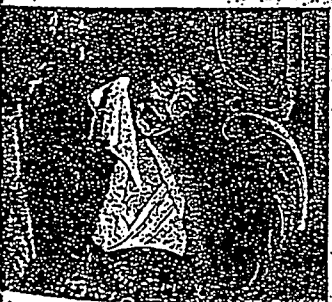
*"To Love, Honor
and Keep Him..."*



Don't get offed and all by myself to celebrate," she says of
him, "but when he proposed, 'He got where just long enough
to get on my legs in a taxi and get back to his ship."



She proudly bids this picture of "the day he didn't get away"
to me for Woodbury Deb he chose the wedding ring from a
collection. "I'm worried," Ginny admits, "but it's beautiful!"



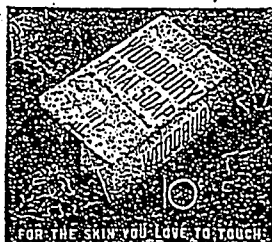
Try the using sweet things about my complexion," she says,
"I'm sure my Woodbury Facial Cocktail. A nice bubbly wash
of warm water and cold. It takes such a different
look from my Woodbury—leaves skin so smooth to touch!" Try
any one of the beauty soap, made in cake form only.



Whirlwind wooing of adorable Virginia Butler by Lieutenant William B.
Rearden, Jr., ends blissfully in smart New York wedding. Glamorous Ginny
says it's a Woodbury Facial Soap that keeps her complexion so soft and kissable.



4. Obviously, the Officers' Service Committee is Ginny's
best friend. Committee part with



5. The secret of her brightness is Woodbury, the Facial
Soap made by skin scientists for the skin alone. For

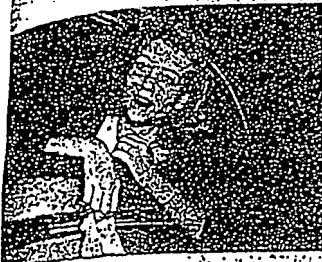


6. Happy ending to the romantic story of a girl who uses
Woodbury. The room jumps from the floor with the

Figure 36

ANOTHER WOODBURY DEB PROMISES

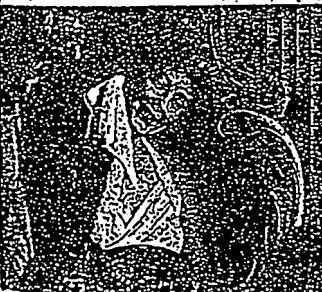
*"To Love, Honor
and Keep Him..."*



She let myself and all by myself to celebrate," she says of the day, remembering the proposal. "He got ashore just long enough to buy me my finger in a taxi and get back to his ship."



She proudly hits this picture of "the day he didn't get away" from her Woodbury Deb he chose the wedding ring from a "Gibson Girl" "Haine worried," Ginny admits, "but it's beautiful."



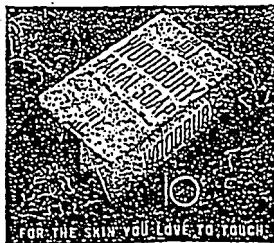
"I try to say worst things about my complexion," she says, "I always take my Woodbury Facial Cocktail. A nice bubbly wash. Woodbury. These days warm water and cold. Makes such a difference. You see, Woodbury—leaves skin so smooth to touch!" Try it! It's the true beauty soap, made in cake form only.



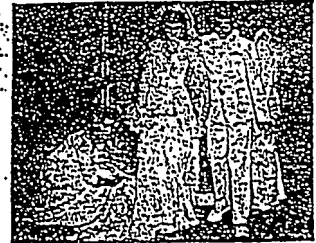
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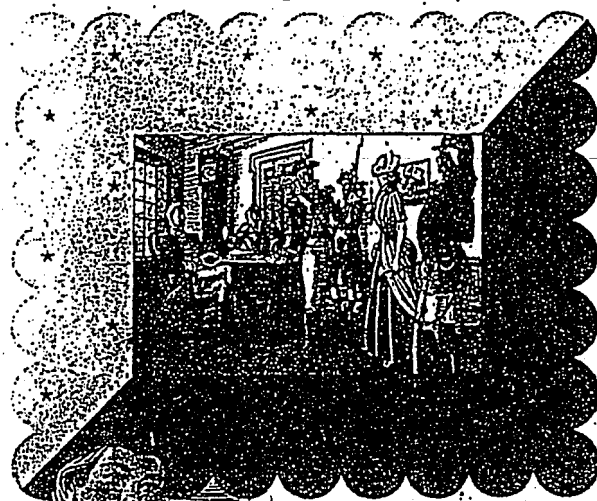
5. The secret of her brightness is Woodbury, the Facial Soap made by this scientist for the skin alone. For...



6. Happy ending to the romantic story of a girl who uses Woodbury. The cream turns from the skin with the...

Figure 36

Her courage lives Today



Dressed as a man, Deborah Sampson Gannett volunteered her services in the American Revolutionary War in 1776. She fought with zeal and valor and was twice wounded before her identity was discovered and she was given an honorable discharge by General Washington.

Today, everything possible is done so that women may readily join the armed services. They are welcome because they are women, and as such, are lending loveliness and graciousness as well as courage and competence to each job they undertake. The courage of Deborah Gannett is symbolized by every one of these women in the armed forces and on the home front who desires to be useful to her country, and is determined to be lovely at the same time.

Avon's patriotic pledge is to pave the way to new loveliness, a loveliness that becomes an integral part of your charm. The Avon way of selecting exquisite beauty aids appeals to busy women everywhere because they are purchased unhurriedly and pleasantly in the home—brought there by a friendly Avon representative.

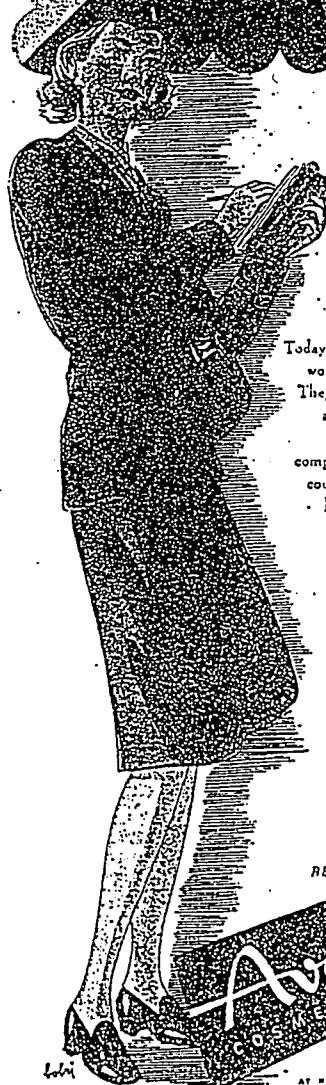
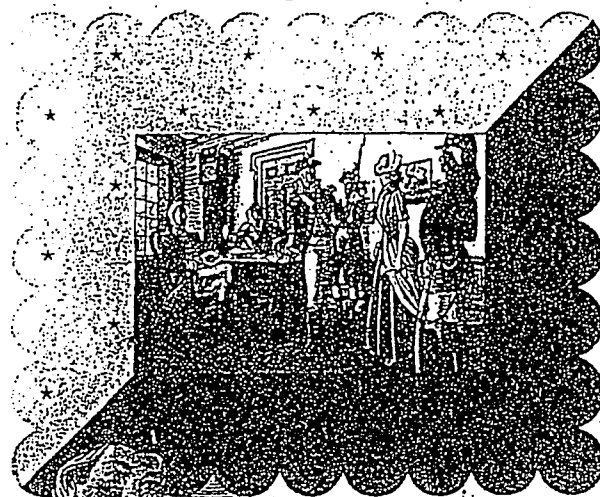
BE HOSTESS TO LOVELINESS



AT RADIO CITY NEW YORK

Figure 37

Her courage lives Today



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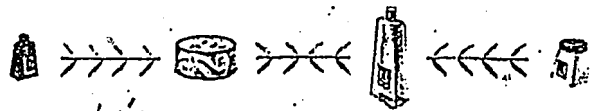
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BE HOSTESS TO LOVELINESS



AT RADIO CITY NEW YORK

Figure 37



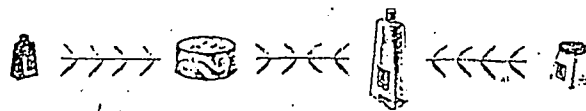
The Heritage of valor



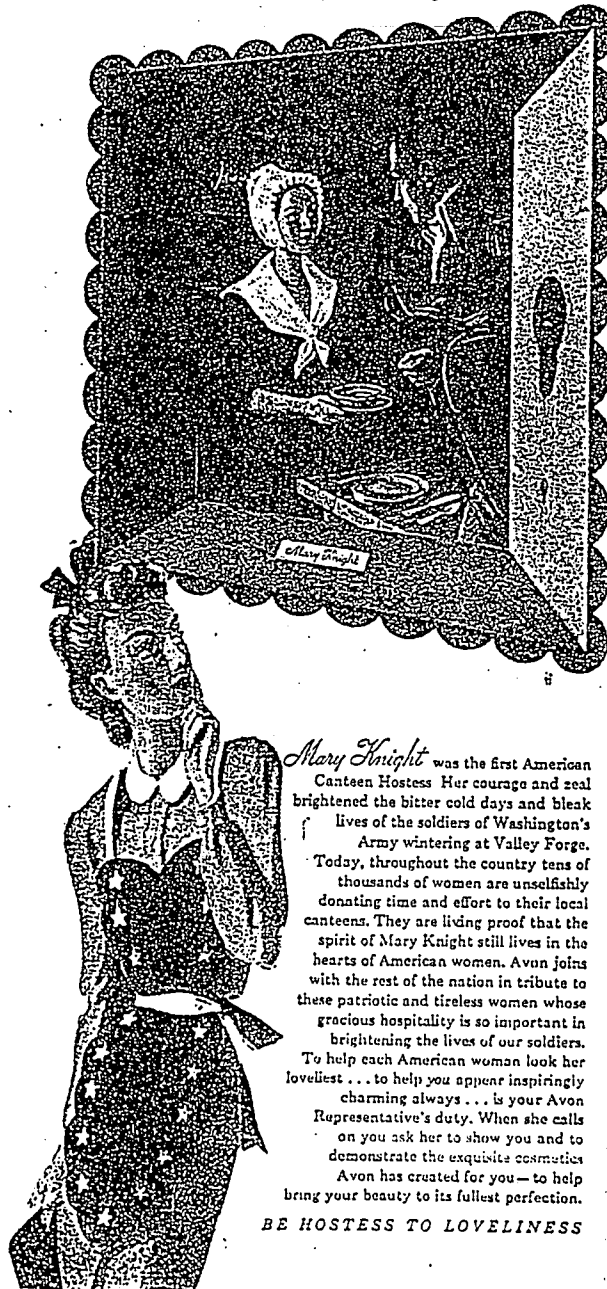
Mary Knight was the first American Canteen Hostess. Her courage and zeal brightened the bitter cold days and bleak lives of the soldiers of Washington's Army wintering at Valley Forge. Today, throughout the country tens of thousands of women are unselfishly donating time and effort to their local canteens. They are living proof that the spirit of Mary Knight still lives in the hearts of American women. Avon joins with the rest of the nation in tribute to these patriotic and tireless women whose gracious hospitality is so important in brightening the lives of our soldiers. To help each American woman look her loveliest . . . to help you appear inspiringly charming always . . . is your Avon Representative's duty. When she calls on you ask her to show you and to demonstrate the exquisite cosmetics Avon has created for you — to help bring your beauty to its fullest perfection.

BE HOSTESS TO LOVELINESS

Figure 38



The Heritage of valor



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BE HOSTESS TO LOVELINESS

Figure 38



Our Love Story

CHAPTER 1

"Let me help you," you said.

I'd never seen you before. But there was something about you, my darling. And tacking up those posters *was* a job.

By chance, our fingers touched.

"They were such soft little fingers," you always say; "they curled right around my heart."

How much I owe to Jergens Lotion. I've always used Jergens. I've seen how a girl's hands can get coarse and old-looking from lack of natural skin-softening moisture.

You've teased me about using Jergens. But I know you like my hands soft. So I go on using my favorite Jergens Lotion.



HOLLYWOOD: The Stars use Jergens Lotion, 7 to 1 — Jergens is their personal hand care. It's "special" — like professional care for the hands. Two ingredients in Jergens Lotion help rough skin become adorably smooth and soft so effectively, that many doctors prescribe them. Easy? My, yes! Quick? Of course! Jergens Lotion leaves no stickiness. Just be sure and always use Jergens Lotion.

JERGENS LOTION FOR SOFT, ADORABLE HANDS

Figure 39



Only one soap
gives your skin
*this exciting
Bouquet*

Today as for 75 romantic years popular girls
bathe with Cashmere Bouquet Soap!

Captivating you! What man can hope to resist you when the bewitching scent of Cashmere Bouquet Soap clings daintily to your skin. It's a breath of romance! It's the fragrance men love.

Cashmere Bouquet alone brings you this exquisite fragrance. It comes from a secret wedding of rare perfumes, far more costly than you'd expect to find in any soap.

Truly, it's a delightful experience to bathe with Cashmere Bouquet Soap.

You cream your whole body with frothy clouds of luxurious lather. Then rinse off. And step from your tub radiantly clean, dynamically alive . . . with the fragrance men love clinging to you.

It's nice, too, to bathe your face with Cashmere Bouquet Soap. Such a mild, soft lather for washing away grime and make-up.

Be a popular girl. Bathe every day with Cashmere Bouquet . . . and be always dainty, desirable, utterly feminine.

*Cashmere
Bouquet*

Adorn your skin with
the fragrance men love

Figure 40



Only one soap
gives your skin
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Bouquet*

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*Cashmere
Bouquet*

Adorn your skin with
the fragrance men love

Figure 40

Another Pond's Bride-to-be

AUDREY DRUHMEI, daughter of Mr. and Mrs. F. L. Druhmel of Wood-Ridge, is engaged to William W. Jeffery, residing two New Jersey families of Colonial lineage.

January wedding bells will ring out for Audrey and Bill—and a brand-new and bride-like apartment is waiting for them. Four times Diving Champion of New Jersey, Audrey has a sun-prince figure and exquisite brunette beauty. Romantic Bill calls "Moonlight and Roses" Audrey's theme song—her complexion's so luminous, flower-soft. Practical Audrey says: "Pond's Cold Cream helps me keep it that way."

She's **ENGAGED!**
She's **Lovely!**
She uses **Pond's!**



CONGRATULATIONS to lovely Audrey and Bill from the popular band leader, Ozzie Council. Bill organized his own college band at Rutgers—arranged and composed music. Now, he's working in radio.



AT ROCKEFELLER CENTER'S RADIO ROOM—Audrey, Bill and Audrey's mother. Like Audrey, Mrs. Druhmel has an exquisite soft-smooth complexion. "I've always been a Pond's girl, too," she says.



See what Audrey's **SOFT-SMOOTH**
Glamour Care will do for *your* skin

1. She **SLATHERS** Pond's Cold Cream all over her face and throat—thick. Then pats, pats, pats it in with quick little upward pats. This softens and releases dirt and old make-up "just beautifully," she says. Then she tissues off.

2. She **"RINSES"** now with her more-attracting Pond's Cold Cream. Tissues off again. This second creaming helps clean off every little speck of soil. Audrey says: "My skin is the olive-bronze type and I have to keep it spandy clean or it gets dark looking. Pond's

Cold Cream is just right for me—my face looks fresh as rain and feels soft as a baby's after I use it."

Use Pond's Cold Cream Audrey's way every night—for daytime clean-ups, too. See how much fresher, softer, smoother your skin will look and feel. You'll see, too, why so many more women and girls use Pond's than any other face cream at any price.

Buy Pond's Cold Cream today—at any beauty counter. Five popular-priced sizes. The most economical—the lovely big jar.

It's no accident so many lovely engaged girls use Pond's!



HER ENGAGEMENT RING is platinum, set with brilliant diamonds each side of the beautiful solitaire. The diamond is an heirloom jewel that belonged to Bill's grandmother.



Send for 5 POND'S BEAUTY AIDS!

- | | |
|--|-----------------------|
| 1. Pond's SOFT-SMOOTH
Glamour Cold Cream | 3. Vanishing Cream |
| 2. Pond's Skin-Smoothing
Face Powder (8 shades) | 4. New Dry Skin Cream |
| | 5. "LIPS" (4 shades) |



POND'S, Dept. 1-C, Canton, Conn.
Send me generous sample kit of the 5 Pond's Beauty Aids listed above, used by lovely engaged girls and society beauties like Mrs. Nicholas Anagnin in Pond's. Enclose US\$ no cover your distribution costs, including postage and packing.

Name _____

Figure 41

Another Pond's Bride-to-be

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| 1. Pond's SOFT-SMOOTH
Glamour Cold Cream | 2. Vanishing Cream |
| 3. New Diamond Cream
Face Powder (8 shades) | 4. New Dry Skin Cream |
| | 5. "Lift" (5 shades) |



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Send me generous sample kit of the 5 Pond's Beauty Aids listed above, used by loveliest girls and society beauties like Mrs. Nicholas Alesary de Pont. I enclose 10¢ to cover your distribution costs, including postage and packing.

Name _____

Figure 41



Cadet Nurse Engaged

DOROTHY M. FORRESTER of the U.S. Cadet Nurse Corps to Charles C. Carmichael, an officer in the U.S. Army Air Corps.

ENTICED BY A PROUD PROFESSION—Her nurse's "white" lends a special glamour to Dorothy's eyes and exquisitely smooth skin. "It would be wonderful," she says, "if high school graduates like me could enlist as Cadet Nurses. We need more nurses so." As a Cadet Nurse you—like Dorothy—would be given free training and a monthly allowance. Write today to the U. S. Cadet Nurse Corps, Box 24, New York, N. Y. for full information.

FROM "HDI!" "Charles is as glad as I am that I'm one of the Cadet Nurse Corps," Dorothy says. "It makes us feel we're part of this war together." Dorothy wears the official Cadet Nurse suit of gray wool with red epaulettes and sleeve insignia. The beret matches the uniform and looks adorable with her soft-smooth Pond's complexion.

*She's Lovely!
She uses Pond's!*

CADET DOROTHY FORRESTER is studying at the California School of Nursing in Los Angeles, not far from her home town in Vista.

Her smooth, capable hands are learning to bring comfort at a touch. Eyes smile gratefully after her trim young figure in its white on-duty uniform—especially becoming with her glorious, dark hair and the soft, fresh-as-a-new-day look of her lovely complexion.

"I'm a Pond's Cold Cream girl—always," Dorothy says. "I think there's nothing half as nice as Pond's for making your skin feel soft and beautifully clean."

Dorothy believes in a twice-over creaming with Pond's—this way:

1. She smooths Pond's soft-smooth Cold Cream over her face and throat. Pats briskly

but gently to soften and release dirt and make-up. Tissues off.

2. She rinses now with more snowy-soft Pond's, working its softening creaminess round her face with little spiral whirls of her finger tips—over forehead, cheeks, nose, mouth. Tissues off again well.

Give your face this soft-smooth Pond's complexion care that Dorothy loves. You'll see that it's no accident engaged girls like Dorothy, noted society beauties like Mrs. Ellen Tuck Astor, Mrs. Ernest du Pont, Jr., and Britain's Lady Morris use Pond's Cold Cream.

Ask for a luxurious big jar of Pond's today. Use it every night and every morning—and for in-between beauty clean-ups! You'll love Pond's Cold Cream, too!



Today many more women use Pond's than any other face cream at any price

Figure 42



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all Pond's are luxury jars
beauty skin and make-up work
but it's no secret the slip
happy eyes of lovely beauty
from the lovely white jar!

Today many more women use Pond's than any other face cream at any price

Figure 42

*Daughter of a Major overseas,
Patricia Ann Jones, daughter of
Major and Mrs. Howard P. Jones
1, 74th St., New York, engaged to
Charles Rockling, Messmer, Jr.,
1, 11th St., S. S. Navy.*

It's easy to see why her tall blond Navy
son adores Patricia!

There is a bright, warm aliveness about
her that is infinitely endearing—and she is
lovely to look at! Eyes of deep, sparkling
brown . . . rich, glossy hair . . . and from
the tip of her little pointed chin to the top
of her smooth high brow, a skin as arrest-
ingly beautiful as a new-opened rose. Like so
many other engaged girls, Patricia trusts her
fair complexion to Pond's Cold Cream.

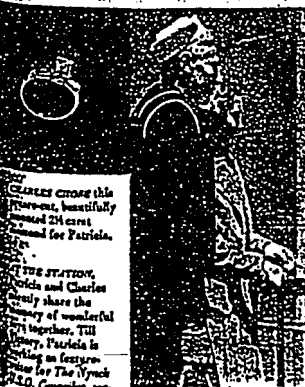
"I began using Pond's when I was in
college at Northwestern—and loved it right
from the start—it's such a soothing, silky-
textured cream!"

Then, while I was studying acting and
make-up at the American Academy of
Dramatic Art, I grew to respect Pond's more
and more. It does such a grand job of re-
moving make-up and of keeping my skin
so clean and really smooth!"



Patricia has a placid charm—dancing eyes and a glowing, ivory-smooth skin

She's Engaged! She's Lovely! She uses Pond's!



*CREAMERS choose this
famous, beautifully
perfumed 24 carat
diamond for Patricia.
At the
STATION,
Patricia and Charles
lovely share the
honey of wonderful
togetherness. Till
forever, Patricia is
looking so festive.
Time for The New York
P.M. Co. Commemorative card.*

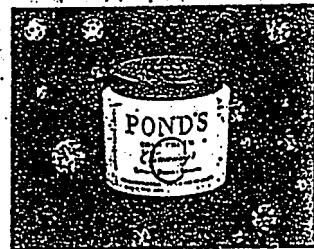
Patricia's complexion is disarmingly fresh and
sweet—a lovely tribute to her daily Pond's beauty-
creamings—

Every night, every morning, Patricia smooths
heavenly cool fingerfuls of Pond's Cold Cream
over her face and throat—then pats briskly to
soften and release dirt and make-up. Tissues off.

She rinses with more snowy-satin Pond's
whirling creamy finger tips lightly over her face
for extra cleansing, extra softening. Tissues off
again—clean. "My double Pond's creaming makes
my skin feel wide-awake, clean, and so blissfully
smooth," Patricia says.

Give your face this well-loved beauty care with
Pond's—every night and every morning. For
daytime freshen-ups, too. You'll see that it's no
accident so many more girls and women use
Pond's than any other face cream at any price.

Ask for the big jar—you'll love dipping the



*A few of the
Pond's Society Beauties*

LADY LOUIS MOUNTBATTEN MRS. ALLAN A. RYAN
MRS. PIERPONT MORGAN HAMILTON
MRS. ROBERT MURPHY WHITNEY THE LADY WARDEN

Figure 43

*Daughter of the Major American
Patricia Anne Jones, daughter of
Major and Mrs. Howard P. Jones
of New York, engaged to
Charles Rockwell Weathers, Jr.
of the U.S. Navy.*

It's easy to see why her tall blond Navy
husband adores Patricia!

There is a bright, warm aliveness about
her that is infinitely endearing—and she is
so lovely to look at! Eyes of deep, sparkling
brown . . . rich, glossy hair . . . and from
the tip of her little pointed chin to the top
of her smooth high brow, a skin as arrest-
ingly beautiful as a new-opened rose. Like so
many other engaged girls, Patricia trusts her
flawless complexion to Pond's Cold Cream.

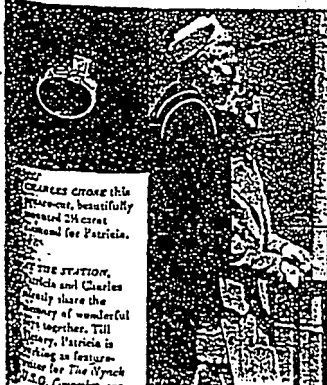
"I began using Pond's when I was in
college at Northwestern—and loved it right
from the start—it's such a soothing, silky-
scented cream!"

Then, while I was studying acting and
make-up at the American Academy of
Dramatic Art, I grew to respect Pond's more
and more. It does such a grand job of re-
moving make-up and of keeping my skin
so clean and really smooth!"



Patricia has a photo charm—dancing eyes and a glowing, ivory-smooth skin

She's Engaged! She's Lovely! She uses Pond's!



CHARLES chose this
diamond, beautifully
mounted 24 carat
diamond for Patricia.
At the station,
Patricia and Charles
nearly share the
honor of wonderful
first together. Till
later, Patricia is
riding as fast as
the train for The New
York Times.

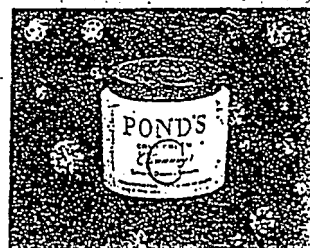
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*A few of the
Pond's Society Beauties*

LADY LOUIS MOUNTBATTEN MRS. ALAN A. RYAN
MRS. PIERPONT MORGAN HAMILTON
MRS. ROBERT RAYMOND WHITNEY THE LADY WINNIE

Figure 43

★ ★ ★ Women in the War

The trim, alert drivers of the British-American Ambulance Corps look very smart in their blue-gray uniforms with gilt buttons, white shirts, blue ties. They can read a map like a field marshal, drive in the pitch darkness of a black-out, assemble a motor, in a man's work any day. Steady nerves are a must on a job like theirs. Notice how many of them smoke Camels.

Wherever you find the Services you find...

Camels

STEADY NERVES...that's the order of the hour not only with the men in the armed services but in the women's services, too



• To your right the Motor Corps of the American Women's Voluntary Services is represented. The young lady standing is dressed for duty behind the wheel. Blue-gray tunic, skirt, clover cap, alpacas coat, brown leather belt. The seated driver wears her working uniform for under a car. The Camels are an important part of the uniform, too, when there's a precious moment of time out. The same grand flavor and extra milky taste that make them such a favorite with men in uniform also make them click with women in uniform.

Here is a member of The National Security Women's Corps. An ambitious recruit, having passed her courses, is entitled to wear this smart uniform of slate blue with gilt buttons, brown belt, and acromas cap. Motor mechanics, rifle shooting, map reading, hospital aid, fire wardening are just a few of the courses studied.



She's dressed for service as a Hospital Aide in the American Women's Hospital Reserve Corps and very crisp and efficient-looking, too, in her maroon poplin dress, white apron, white cap. You see Camels everywhere in the women's services. "They're so mild. And they taste so good," women say. You hear that all over.



FIRST IN THE SERVICES...

CAMELS

In the Army-Navy-Marines-Coast Guard the Favorite is Camel
(Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Stores, Ship's Service Stores, and Canteens)

Figure 44

★ ★ ★ Women in the War

The trim, alert drivers of the British-American Ambulance Corps look very sweet in their blue-gray uniforms with gilt buttons, white skirts, blue ties. They can read a map like a field marshal, drive in the pitch darkness of a black-out, assemble a motor, do a man's work any day. Steady nerves are a must on a job like theirs. Notice how many of them smoke Camels.

Wherever you find the Services you find...

Camels

STEADY NERVES...that's the order of the hour not only with the men in the armed services but in the women's services, too



Here is a member of The National Security Women's Corps. An ambitious recruit, having passed her course, is entitled to wear this smart uniform of slate blue with gilt buttons, brown belt, and overcoat cap. Above mechanics, rifle shooting, map reading, hospital duty, fire wardening are just a few of the courses studied.

● To your right the Motor Corps of the American Women's Voluntary Services is represented. The young lady standing is dressed for duty behind the wheel. Blue-gray tunic, skirt, visored cap, dispatch case, brown leather belt. The seated driver wears her working uniform for under a car. The Camels are an important part of the uniform, too, when there's a precious moment of time out. The same grand flavor and extra mildness that make them such a favorite with men in uniform also make them click with women in uniform.



She's dressed for service as a Hospital Aide in the American Women's Hospital Reserve Corps and very crisp and efficient-looking, too, in her macramé poplin dress, white apron, white cap. You see Camels everywhere in the women's services. "They're so mild. And they taste so good," women say. You hear that all over.



FIRST IN THE SERVICES...

CAMELS

In the Army-Navy-Marines-Coast Guard the Favorite is Camel (based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Stores, Ship's Service Stores, and Canteens)

Figure 44



"...and I'll just make a wish and all my household chores will be done..."



"It's my favorite post-war dream ...

"I live in a house that's a model of convenience ... my *all-Gas home* ... where housekeeping is so easy it seems like a hobby instead of a chore!

"The kitchen is like a wonderful playroom ... cool, clean, free from cooking odors ... with a new Certified Performance Gas range that's fast, efficient, the last word in *precision cooking*. And how it saves food values and cooking time!

"My silent Gas refrigerator is a magical storehouse. Special cooling units keep all sorts of foods fresh longer ... save hours of meal-planning and marketing!

"Even the faucet has a touch of magic! I turn on the tap and my automatic Gas water-heating system

supplies me with all the hot water I need ... any time I want it!

"And talk about comfort ... The entire house is always full of Springtime ... no matter what the weather is outside. Thanks to my new Gas air-conditioning unit we stay as cool as an ocean breeze in summer ... snug and warm all winter long!"

Only dreams, really ... yet ... But tomorrow they'll be realities. For the tiny blue Gas flame ... *the flame that* ... cools as well as heats ... will make these and many more wonders-of-comfort come to life. You can make them come true later ... by using Gas wisely *now* ... by saving for your all-Gas home of the future with every War Bond you can buy!

THE MAGIC FLAME THAT WILL BRIGHTEN YOUR FUTURE

GAS

AMERICAN GAS ASSOCIATION



Figure 45



1. Well, it started like this—I'd never done the family wash before the war. I knew you had to use bluing regularly to get clothes really white, BUT—



2. No matter how I worked and struggled with that separate bluing job, my clothes always seemed to show bluing streaks and spots. I sure was stumped when my neighbors, Miss Lill and Miss Till, popped in.



3. "For goodness' sake, child," they said, "La France will fix that straight-away. It blues right in your regular soapsuds. Saves all the work of that extra bluing job—and it wouldn't leave a blue streak in a year of Mondays."



4. Now those old darlings applaud my gardenia-white wash. I dissolve La France bluing flakes right in my washing machine. It's so easy. No nasty blue streaks—no extra bluing job!

Becha you'll want to buy me a chocolate soda, once you try La France.

La France



Blues without streaks
—Right in the suds!

Figure 46

A teaspoonful — In a cup ☺
Add hot water ☺ It's ready ☺



A quick cup of FULL FLAVORED COFFEE —that's Nescafé

FULL FLAVORED, because in Nescafé all the aroma and flavor of freshly roasted coffee are "sealed in" by added carbohydrates, a distinctive process developed by Nestlé's. In Nescafé, all the fragrance, goodness and stimulation of fine coffee are preserved for you, roaster fresh, until released in your cup.

And Nescafé is so easy to prepare... a coffee extract, powdered for your convenience, it saves so much time and work. There's no coffee maker to get ready or to clean, no grounds to dispose of. Each cup is made to individual taste, always delicious, always the same.

Nescafé is economical, too, especially so as you make only the amount you

NESCAFÉ
IS TOPS WITH OUR
ARMED FORCES...
and they use nearly
all we make. Small
quantities are avail-
able for civilians, and
your grocer prob-
ably has Nescafé
occasionally.



NESCAFÉ (PRONOUNCED NIS-CAFAY) IS A
NESTLÉ PRODUCT, COMPOSED OF EQUAL
PARTS OF SKILLFULLY BREWED SOLUBLE
COFFEE AND ADDED CARBOHYDRATES
(DEXTRINS, MALTOSE AND DEXTROSE)
ADDED SOLELY TO PROTECT THE FLAVOR.

Figure 47

Grete Cavanaugh Haentjens, daughter of Walter and Kathleen Haentjens of Sugarloaf, PA, was born in Berwick, PA on December 30, 1973. She graduated from MMI Preparatory School in 1992. Haentjens earned a BA in journalism from Lehigh University in Bethlehem, PA in 1996, graduating with highest honors and as a member of Phi Beta Kappa. She received an MA in history from Lehigh University in 1998.

**END
OF
TITLE**